

COMMUNICATIONS 332
NEWS EDITING AND LAYOUT

Fall Semester 1990

Dr. Anthony R. Fellow, associate professor of communications

Lecture: Tuesdays and Thursdays, 4:30-5:20 p.m.

Lab: Tuesdays and Thursdays, 5:30-6:45 p.m.

[Office: Humanities 330 Office Phone: 714-773-2023

Office Hours: Mondays 1-2 p.m.; Wednesdays, 11 a.m.-2 p.m.

CATALOG DESCRIPTION

Prerequisites: Communications Department English Usage Test and Comm 201 or equivalent. Principles and practice of newspaper editing: copy improvement, headline writing, news photos and cutlines, wire services, typography, copy schedules and control, page design and layout, law and ethics.

TEXTS

Required:

[Brian S. Brooks and James L. Pinson. *Working With Words: A Concise Handbook for Media Writers and Editors*. New York: St. Martin's Press, 1989.

[Howard I. Finberg and Bruce D. Itule *Visual Editing: A Graphic Guide for Journalists*. Belmont, CA: Wadsworth Publishing Company, 1990.

✓ Associated Press Stylebook and Libel Manual.

Recommended:

[The 1990 World Almanac and Book of Facts.
A pocket dictionary.

BACKGROUND

RAWL DISKS

This is an advanced journalism course. You will not do well if you do not have a firm command of good English writing principles. Fundamentals of writing and English grammar must be mastered before students enroll in this course. Students deficient in grammar and spelling are urged to take an English refresher course.

In addition, students must have satisfactorily completed the department of communications' English Usage Test and Communications 101 and 201 or equivalent courses and should have proficiency in the following areas:

1. Be able to gather information from sources and write a comprehensive news story which meets the basic format and style requirements of the journalistic mode;
2. Be able to produce news stories which demonstrate a command of proper

3. Have a basic understanding of and be able to apply the terminology of news writing (terms such as attribution, identification, inverted pyramid, organization, summary, lead-chronology organization, direct quotes, paraphrasing, active voice, localizing and redundancies);
4. Have a basic understanding of copy flow in a newsroom operation, including respect for the fundamental concept of deadlines and speed; and
5. Have a basic knowledge of how to operate a word-processing program on the laboratory computers.

COURSE CONTENT

Adolph Ochs of the **New York Times** once said: "A good copyreader is truly and in the full meaning an editor. The most useful man on the newspaper is one who can edit. " For the 1990s, the editor also must understand the use and importance of the visual elements of journalism. The terms "integrated editing" and "visual journalism" are the buzz words for the '90s. That is, today's editors must know how to integrate copy and visuals. Keeping that in mind, it is the aim of this course to give students instruction and practice in the art of copy improvement, headline writing and layout and design in an era of visual communications.

At the conclusion of this course, students will be expected to:

1. Understand and correctly use copy editing symbols and the **A.P. Stylebook and Libel Manual**;
2. Demonstrate an ability to critically evaluate and improve the copy of others, meticulously scanning it for inaccuracies, for less than maximum power of words and for errors in usage, punctuation and spelling;
3. Demonstrate skill in making news judgments and be able to recognize potentially libelous content that could place the journalist in legal jeopardy;
4. Understand the functions of wire services and be able to effectively use wire copy, i.e., develop roundup stories, rewrite leads and reorganize stories;
5. Demonstrate an ability to create effective headlines which are fundamentally sound in composition and grammar and precisely measured;
6. Demonstrate that they understand the newspaper as an organization, including differences between types of newspapers, division of labor, production methods and modern newspaper publishing technology;
7. Demonstrate a knowledge of principles of makeup and an ability to develop effective page layouts;

8. Demonstrate an ability to make informed judgments regarding the use of newspaper art and write effective cutlines;
9. Demonstrate an ability to crop and size photographs, charts, maps and other graphics.

COURSE PROCEDURES

Class times will be divided between instruction and preparation necessary for realistic application of each unit of study. Laboratory sessions will require the student to complete copy editing assignments in a controlled setting. Since most assignments will require a computer, a portion of class time will be used for homework assignments. Students also may do homework assignments during regularly scheduled open lab hours.

Exams and Quizzes. Two exams and a final examination will be given on assigned text readings, class handouts and lectures. In addition, announced and unannounced quizzes will be administered throughout the semester. Unannounced quizzes will deal with current events. It is the student's duty to be prepared for quizzes. Students are recommended to get the name and phone number of a class colleague to phone in case of absence. You will be required to take the quiz even if you were absent from the previous class.

No makeup exams or quizzes will be given, and you will be permitted to make up credit for missed assignments only when you have notified the instructor in advance that usually personal circumstances prevent class attendance. The importance of responsible attention to deadlines in this class cannot be stressed too strongly.

Assignments. Homework and lab exercises will be due on dates given. Thus, regular attendance is especially important in a laboratory class. You cannot expect to do well if you are not present to do the work and receive help. Absences will affect the quality of your work and your grade.

Grades. Grades will be determined on a point basis. In other words, points for each division below will be tabulated. The grading scale will be based on 10-percent increments for each grade. In other words, for an "A" you will need a 90-percent average, for a "B" you will need an 80-percent average, for a "C" you will need a 70-percent average, and for a "D" you will need a 60-percent average.

Two exams and announced quizzes	30%
Final Examination	20%
(Associated Press Stylebook Exam and	
Unannounced Current Event Quizzes	10%
Final Project	10%
— Assignments (Homework and Laboratory)	30%

Attendance. Be forewarned that absences will affect your grade. If a lecture is missed it is essential that you obtain notes from a student. You also should notify a fellow student to obtain any handouts or work distributed during class sessions.

COURSE SUPPLIES

At least two double-sided, double-density, soft-sector, **IBM compatible computer diskettes** must be submitted to the instructor by the second class session. You'll also need to bring to each class session **pencils** and a **red pen**. Homework editing assignments must be completed in pencil.

You'll need a pocket dictionary, perhaps a usage reference, a notebook for numerous handouts and exercises, copy paper and a proportional wheel. Rubber cement, scissors and rulers also may be needed, but a beginning supply will be provided.

READINGS AND ACTIVITIES

WEEK OF

Sept. 4

Discussion: **INTEGRATED EDITING IN THE 90s**

Readings: Finberg: Chapters 1 and 2, pages 3-23

- Lab: 1) Analyze the newspaper of the 90s: **USA Today**
2) Review abbreviations and acronyms (Brooks: Pages 218-221)
3) Take evaluative news writing and basic English skills tests

Sept. 11

Discussion: **THE COPY EDITING PROCESS**

Readings: Brooks: Part One, skim pages 1-10; read pages 11-78

- Lab: 1) Edit for grammar; exercises will correspond to pages 11-78 in Brooks.
2) Review capitalization (Brooks: Pages 221-224)

Sept. 18

Discussion: **TRIMMING THE FAT: IMPROVING COPY BY TIGHTENING**

Readings: Brooks: Part Two, read pages 95-171

- Lab: 1) Edit for wordiness; exercises will correspond to pages 95-171.

Field Experience: Daily Star-Progress, 600 S. Palm Street, La Habra. Host: Nelson Roberts, Jr., Publisher. *The purpose of the trip is to acquaint students with the production of a small daily newspaper.*

Sept. 25

Discussion: **HEADLINES AND TITLES**

Readings: Fellow: Writing Titles and Headlines

- Lab: 1) Writing headlines and titles
2) Review numerals (Brooks: Pages 224-226)

Exam I: Week of Oct. 2 (Basic Editing/Headlines)

Oct. 2

Discussion: **ADVANCED EDITING AND HEADLINE WRITING TECHNIQUES**

Oct. 9

Readings: Fellow: Putting the Story Together

- Lab: 1) Edit wire, developing and compiling stories.
2) Review punctuation (Brooks: Pages 79-95)

AP Stylebook Exam: Week of Oct. 16

Oct. 16

Discussion: **THE VISUAL REVOLUTION: PICTURE EDITING**

Readings: Finberg: Chapters 15-19, pages 183-222

Lab: 1) Photo selection, cropping, scaling photos

Guest Speaker: Marty Weinberger, publisher, *Claremont Courier*. Weinberger's paper was one of the early innovators of large and creative graphics.

Oct. 23

Discussion: **TYPOGRAPHY AND TECHNOLOGY**

Readings: Finberg: Chapter 3, pages 25-39

Lab: 1) Designate type styles and sizes for headlines and graphs
2) Construct pull quotes, at-a-glance boxes
3) Use column grids
4) Photo page designs

Exam 2: Week of Oct. 30 (Advanced Editing/Photos/Typography)

Oct. 30

Discussion: **DESIGN AND LAYOUT STRATEGIES**

Nov. 6

Readings: Chapters 4,5,6 pages 41-89

Lab: 1) Examine principles and practice of layout and design
2) Work with grids and dummies
3) Design front and inside pages

Nov. 13

Discussion: **COLOR THEORY**

Readings: Chapter 7, pages 91-102

Lab: 1) Examine research on principles of color for photos, headlines and layout
2) Design features pages with color

Field Experience: *Orange County Register*. The purpose of the trip is to acquaint students with the production of a moderate-size newspaper. Special attention will be paid to the use of color and color technology.

Nov. 20

Discussion: **THE VISUAL REVOLUTION: INFORMATIONAL GRAPHICS**

Readings: Finberg: Chapters 9-14, pages 121-179

Lab: 1) Editing wire service photos
2) Designing photo pages

Nov. 27

Discussion: **WRITTEN AND VISUAL ETHICS**

Readings: Finberg: Chapter 8 and 19, pages 103-116, 223-228

Lab: 1) Design and copy exercises on ethics and libel

Dec. 4

Discussion: **INDIVIDUAL CONFERENCES**

Lab: 1) Work on final project

Dec. 11

Discussion: **WRAPUP**

Dec. 18

FINAL EXAMINATION (4-5:15 p.m.)

by pressing ENTER or the space bar.

Wrap-Around: When typing text, type your whole paragraph in one continuous stream. You need to stop only at the last period and then press the (CR) key to begin a new paragraph. The words automatically wrap around to the next line. If you want to insert a blank line between paragraphs, you need to press the (CR) key a second time. If you end lines by pressing (CR), WordPerfect assumes you are marking the end of a paragraph.

Home Key: When you press the HOME key, release it, and press one of the cursor keys, the cursor will move in the arrow's direction to the last character position on the screen. For example, if you are in the middle of a document, and press the HOME key and the upward arrow, you will move to the top of the screen. If you press HOME and the left cursor arrow you will move to the left margin of the line the cursor is currently on, and so forth. Pressing HOME twice and then the UP or DOWN arrow will move you to the top or bottom, respectively of you document. You can use the PgUp and PgDn keys to move to a prior page or to the next page.

Spacing: WordPerfect is set for single space, so when typing your assignments, you must change the spacing to double space. To do so, place the cursor at the left margin. Press Line Format (SHIFT-F8). From the menu, select (Spacing). Insert the correct line spacing (2) and press ENTER. Press ENTER. Press EXIT (F7) to return to your document.

Changing Margins: WordPerfect has margins automatically set at 10 (left) and 74 (right). This gives you 64 characters per line. To display the Margin menu for changing the left or right margins, press the Line format function keys (SHIFT-F8). A prompt will appear at the bottom. Type 3 for margins. After the equal sign (=), type in your new left margin and press Enter. When the prompt RIGHT appears, type your new right margin and press Enter.

Deleting: Use the DEL Key to delete characters that lie directly above the cursor. Use the Backspace key to delete characters that lie to the left of the cursor. To delete words, hold down the CTRL key while you press the Backspace key. To delete blank lines, move the cursor to the left margin at the beginning of the blank line and press DEL.

Listing Files: The List Files key (F5) allows you to review the list of files currently saved on your disk. If the files listed are on the C: drive, type A; over this to see the files on your floppy disk and the RETURN (CR). If you plan to call a file

from the list do the LIST FILES (F5) from a clear screen, otherwise WordPerfect will load the file onto the document you have on the screen. Use Exit (F7) to clear old document before retrieving new document.

Retrieving Files: You can retrieve a file off the directory (F5 move the cursor to the desired file, option 1) but the retrieve command (SHIFT-F10), may be the easiest way to retrieve a stored document. (You must have a blank screen). You will see a prompt asking you which document you want retrieved. Type A and the file name exactly as it is on your current directory and press ENTER. If the directory says ERROR, you have typed the name incorrectly or file doesn't exist in directory.

Saving: The SAVE key (F10) can be used any time you are working on a document. When you press the SAVE key for the first time it asks you for the name you want to assign to the file. Give the drive destination (your floppy disk is in A) and assign a name easy to remember. E.g., A:Myfile WordPerfect will remember the drive destination and file name when you do subsequent SAVES on the file with the F10 key. Try to get in the habit of saving every five lines or so.

Printing: If the document you want to print appears on the screen, turn on printer, wait for the ready lights, line up the paper on printer. Make sure no one else from your group is printing and that your computer letter is identified on the external control box. Press PRINT (SHIFT-F7) and select item 1 (Full text) from the menu. To cancel a print job while it's printing, press PRINT (SHIFT-F7).

Exiting WordPerfect: When you are ready to stop working,

1. Press the EXIT (F7) key. A message will appear on the bottom of the screen: SAVE Document (Y/N)? (If you press Cancel key (F1), you will stay in WordPerfect and leave the screen as it was).

2. Type Y if you want to save the file. Type out the file's name and press ENTER.

3. If you type N, you will clear the screen, and unless you have been saving as you worked, the file will be lost.

4. You will be asked if you want to leave WordPerfect. Typing N will return you to a clear screen ready for another document. Typing Y will exit WordPerfect and put back at the system startup menu.

USING THE COMPUTER

Starting

1. WordPerfect 5.0 is a word-processing program that combines ease-of-use with power and flexibility. The WordPerfect software programs are installed on the hard drives in the lab. Students should bring one of their own computer disks for storage of their own documents. Sigma Delta Chi will sell them in the classroom during the first week or you can buy them at the bookstore. Specifications: 5 1/4", double-sided, double-density, soft-sectored, IBM compatible.
2. Remember, the fixed hard disk is Drive C: **Your floppy disk goes in Drive A.** There is no Drive B in the lab computer. To begin work, be sure the Drive A door is open, but do not insert your disk until instructed to do so. Power up by turning on the power switch at the back right. After about a minute you'll see the date and time. Hit the return once or twice and a startup menu will appear.
3. Before your floppy disk can be used it must be formatted. You need to do this the first time you use the disk. To format a disk, place the disk to be formatted in Drive A and close the drive door. Choose "M" (the format choice) and wait until finished. Note that formatting erases any information that is stored on the floppy disk. After formatting is complete a question appears. Do you wish to format another? Enter Y if you wish to format another disk, enter N if you do not. The startup menu will reappear.
4. With a formatted disk in Drive A and the drive door closed. WordPerfect may be called. First select "L" or "Adjunct" from the menu (the COMM 101 subdirectory) and then select WordPerfect 5.0 from memory. You are ready to start your document when you see the cursor at the top left of the screen. Change to double spacing (see below).

Some hints about WordPerfect: This sheet cannot cover everything; it is designed only to offer you a guide and some points of reference.

The Keyboard: This program uses three sets of keys. The F1 through F10 keys on your left, your normal typing keys, and the numeric or cursor movement keys on the right. In the area of the normal typing keys you will also find a Control key (CTRL), Alternate key (ALT), A SHIFT key,

a CAPS LOCK key and an Enter key (ENTER or CR). Function keys work in several ways. Some are used to turn a feature key on or off, some ask you to make choices from a menu, and some start a feature that is ended by pressing the (CR) key. The ALT, CNTRL, and SHIFT keys are used in conjunction with function keys as you would use the SHIFT key on a typewriter. Each combination of keys provides different functions. The ENTER (CR) or (RETURN) key can be used as a carriage return and to insert blank lines in your text.

The Cursor Movement Keys: Four of these keys contain arrows. You will use these keys to move the cursor around for editing purposes. If you activate the NUM LOCK key these cursor arrow keys become numeric keys for carrying out math functions. We will not use this function in our writing. HOME, PgUP, PgDn, and END keys that surround the cursor arrow keys allow you to move the cursor more quickly around your document than the cursor arrow keys do. If you try to move the cursor on a clear screen with the cursor arrow keys, nothing will happen. The cursor will only move over typed text or over blank characters (spaces) created by the space bar.

The Function Keys: You will need to become familiar with these keys as they direct a number of activities, including underline (F8), print (SHIFT-F7), exit (F7), help (F3), search (F2), and replace (ALT-F2), the ten F keys offer ten different functions. Combined with the CNTRL, ALT, and SHIFT keys, they offer 40 different functions. We will use just a few of these 40. Practice will make perfect in time. If you want to display the function key template on the screen press the HELP key (F3) twice. Press the space bar to escape back to your document.

The Cancel/Undelete Key: Press the Cancel key (F1) or the ESCape key when you accidentally get into the wrong menu and want to back out without making a choice. The CANCEL key also acts as an UNDELETE key with which you can restore text you have mistaken deleted.

On-Line Help: WordPerfect has an on-line HELP feature that can be accessed as you work. Help allows you to research any of the function keys, as well as the ESC key, DEL key, BACKSPACE key, TAB key, HOME key, and the cursor arrow keys. Simply press the HELP key (F3) and the HELP menu appears. Then press the key or letter of the command which you are seeking. For Example, the SHIFT-F7 keys are used when printing. When in the HELP mode, if you press the PRINT keys (SHIFT-F7) the Print Help menu will appear. Return to your document

CHECKUP

1. Make the following nouns plural.

- | | | |
|----|------------------|------------------------|
| a. | campus | campuses |
| b. | success | successes |
| c. | proof | proofs |
| d. | ghetto | ghettos |
| e. | potato | potatoes |
| d. | alumnus | alumni |
| e. | alumna | alumnae |
| f. | criterion | criteria |
| g. | datum | datums data |
| h. | medium | media |
| i. | phenomenon | phenomena |
| j. | attorney general | attorneys general |
| k. | mother-in-law | mothers-in-law |
| l. | A | A's |
| m. | I | I's |
| n. | ABC | ABCs |
| o. | 1990 | 1990s |

- | | | |
|----|----------------------------|--------------|
| d. | Jesus birth | Jesus' birth |
| e. | mothers-in-law's affection | |
| f. | for goodness sake | |
| g. | citizens band radio | |
| h. | writers guide | |
| i. | bakers' yeast | |

2. Make the following nouns possessive.

- | | |
|----|-----------------------|
| a. | General Motors losses |
| b. | mumps effects |
| c. | sheep's wool |

General Motors' losses
mumps' effects
sheep's wool

ABBREVIATIONS AND ACRONYMS
Review 1 for Associated Press Stylebook Exam

CORRECT errors in Associated Press style.

1. The measure was introduced by Senator Edward Kennedy, D-Massachusetts. *uv*
2. He lives at Ninth and Elm Streets. *uv*
3. He said the American Hospital Assn. would decide the issue next month.
4. The residents of 120 South Avenue 43 East Homewood St., 171 Lavalette Rd. and 151 Woodland Ter. were robbed on the same night. *uv*
5. Secy. of State Edward Grace and Atty. Gen. Robert Munson planned to meet Tues. but had to shift their meeting to Thur. *when adj. spoke pulled out*
6. R.C. Harris Jr. was the first black to represent the US Government in that position. *United State alone*
7. A Ft. Worth home economist said Pres. Bush's policies were detrimental to the nation. *fact*
8. Assistant Defense Attorney James Crook said the man absconded with \$1.4 million. *ie = job description provide
we = title*
9. Voter registration is taking place at 562 West 43rd Street or 42nd Street. *East*
10. Senator Alan Cranston, D-California, said, "I told Senator Williams I could no longer support him." *was then on defense*
11. Roy Fenton Jr. of 114 Maple Avenue said he will call Atty. Gen. Ralph Oliver the next time he has a complaint. *Exst*
12. KOPN is a listener-supported fm radio station. *fm*

JOE BUSTILLOS

CAPITALIZATION
Review 2 for Associated Press Stylebook Exam

CORRECT errors in Associated Press style.

1. Members of the democratic and republican parties will sponsor the event.
2. He sat in the dressing room gulping the remains of a Waldorf salad, a few French fries and a nerve-soothing Manhattan cocktail. *AP style p. 84*
3. Rookie left-handed Pitcher Bill Miles will marry the daughter of Defense Attorney John Jones. *i.c. i.c. i.c.*
4. The Reverend Jesse Jackson said today that it is time for blacks to achieve the economic power they have long been denied. *i.c.*
5. Men from earth may visit Mars before the turn of the century.
6. "Let's have a coke then play with the frisbees," he said.
7. Rain fell in the southern part of the state yesterday. *today/day & week*
8. Kellerman left the east after college, traveling west to realize his dreams in Hollywood.
9. The Associated Press stylebook is a journalist's bible.
10. The president said constitutional guarantees are sufficient, and no legislation by Congress would help.
11. Sergeant First Class Bill Simpson has been assigned to an army outpost in Fairbanks, Alaska. *Sgt. 1st Class*
12. He lives at 789 City terr. *sp*
13. Communist Party leaders said they hope to ~~make~~ alter the type of Communism which now exists in their country. *i.c.*
14. Smith & Co., Inc., is moving from 16 East 16th Street to 55 Maple Road. *E. St.*

NUMERALS
Review 3 for Associated Press Stylebook Exam

CORRECT errors in AP style.

1. The Sixth U.S. Circuit Court of Appeals ruled that the case did not involve the ~~2nd~~ Amendment. *Spelled*

2. The \$6,500,000 fund would be used to help farmers hurt by the drought.

3. The St. Louis Cardinals beat the Green Bay Packers 24 ~~to~~ 14. *\$6.5 million*

4. He said the odds were 5-1 that the Dodgers would not repeat as champions. ✓

5. Sunday's high will be about 29 degrees ~~Fahrenheit~~. ✓ *p-*

6. ~~74~~ more students are expected to enroll this year.

7. His amendment would cut funding for the measure by ~~1/3~~. *spell out*

8. She said the value of a share of IBM Stock fell 1 1/2 points in less than two hours.

9. The DC10 is a jet liner favored by the USAF. *spell out*

10. She lives at 216 ~~East~~ 4th Avenue, New York, ~~New York~~. ✓ *spell out*

11. Representative John Rousselot, R-California, will seek the republican nomination in the ~~thirtieth~~ congressional district. ✓ *spell out*

12. Ten per cent of the holiday sales accounted for 2/3 of the annual profit.

13. The ~~five-foot-six~~ basketball player was drafted by the Eagles November 21. *foot inches*

14. He is number one student in a class of 153. *No. 1*

15. ~~1988~~ was a very good year for Mark Smith, ~~forty~~ of 3,408 Main Street. *40*

OK

PUNCTUATION
Review 4 for Associated Press Stylebook Exam

CORRECT errors in Associated Press style and punctuation.

1. He wrote a 500 page book however it was about 200 pages too long.
2. The 9 year old boy will be taken to the hospital consequently his mother will have to find a babysitter for her older son.
3. Prof. Sam Adams of Cal State Fullerton predicts this years election will draw 65% of voters to the polls the largest turnout in ten years.
4. He will go but wont like it Tom Smith said referring to his client Ralph Smith, Jr.
5. Governor Jones 45 was reelected to the job by 2101 votes and he will take a vacation in Honolulu, Hawaii to celebrate.
6. This housing development has three ten room houses, 2 three room houses, five ten room houses and 8 four room houses.
7. Professor Tom J. Smith is the author of a new text The New Journalism.
8. "I recall that year," he said in reference to when the state budget was 78,200,000 dollars.
9. The question came up what should he do now
10. The man who shot Day Laborer Kim Taker at 6:00 p.m. Sunday evening was described as being five feet six inches.
11. Miss. may be hit by hurricane Jane.
12. Ships of the navy and coast guard joined the search for survivors.
13. He is survived by his wife Jane two sons Mark of Cerritos and James of Alhambra and a daughter Helen Marsh of Sacramento.

EVALUATIVE NEWS WRITING ASSIGNMENT
Communications 332

You are a metro reporter for the Los Angeles Times. You here the following on the police radio and followup the story with phone calls to LAPD, the hotel and corner's office. You write the story for Wednesday morning's edition of the newspaper. (Check for A.P. style, punctuation and grammar. Some of these errors in the story have been done intentionally to test your knowledge of these areas.),

FROM EDITOR

Source 1: Sgt. Harry Mauk, Los Angeles Police Department

Darren Mark Gertz, a 26 year old man from West Hills was arrested on suspicion of mail theft Tuesday. Just after being handcuffed by police, he jumped from the 11th-floor balcony of his room at the Valley Hilton, 15543 Ventura Boulevard, Sherman Oaks, at about 1:30 PM. He fell 6 floors onto the roof of an adjoining hotel building.

Gertz had been staying at the hotel for about 3 weeks. Few of the hotel guests were aware of the incident.

United States postal inspectors had gone to Darren's room at the hotel to arrest him on suspicion of possessing stolen mail.

After handcuffing him, the investigators told him to set down in a chair and he obeyed. However, while authorities searched the room, the handcuffed man jumped up, sprinted through an opening sliding glass door and onto the three foot wide balcony where he tumbled over a railing.

Police investigating the death have failed to determine if he intended to committ suicide or lost his footing while trying to escape from authorities.

We concluded our investigation Tuesday and ruled it an accident.

Valley Hilton representatives would not comment on the accident.

Source 2: Detective Don Takbak, Los Angeles Police Department

The momentum of his body and the speed of his run carried his body to the balcony railing, were he apparently lost his balance and tumbled over the railing.

Source 3: Spokesman for the Los Angeles County Corner

An autopsy to determine the exact cause of Gertz's death will be conducted next week.

slung

Joe Bustillos

COMM 332

Evaluative News Writing Assignment
9-6-90

A 26-year-old West Hills man fell 6 floors to his death following his arrest for suspicion of mail theft yesterday afternoon. *post style use day of week*

(exact address)

Darren Mark Gertz had been staying at the Valley Hilton in Sherman Oaks for 3 weeks when U.S. postal inspectors arrived to arrest him, according to *LAPD* Los Angeles police *Sgt* sergeant Harry Mauk.

Inspectors handcuffed Gertz and told him to sit in a chair. According to Mauk, Gertz ran to an open sliding glass door and onto a 3-foot-wide balcony while investigators searched his room.

LAPD According to Los Angeles police detective *T* Don Takbak *said* Gertz apparently lost his balance from the momentum of his run and tumbled over the railing. He fell from the 11th-floor balcony onto the roof of an adjoining hotel building.

You overuse the word Police investigators concluded that the death was accidental and not a suicide, according to Mauk. A spokesman for the Los Angeles county coroner's office said that an autopsy to determine the exact cause of Gertz's death will be conducted next week.

Valley Hilton representatives would not comment on the accident.

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Man Falls to His Death From Hotel Balcony After Arrest ^{9/2/90}

By **MAYERENE BARKER**
TIMES STAFF WRITER

A man who had just been handcuffed and arrested on suspicion of mail theft fell to his death from the 11th-floor balcony of his room at a Sherman Oaks hotel, Los Angeles police said Saturday.

Darren Mark Gertz, 26, of West Hills fell six floors onto the roof of an adjoining hotel building about 1:30 p.m. Friday, Sgt. Harry Mauk said.

U.S. postal inspectors had gone to Gertz's room at the Valley Hilton, 15543 Ventura Blvd., to arrest him on suspicion of possessing stolen mail, Mauk said.

After handcuffing him, investigators told Gertz to sit down in a chair and he obeyed, police said. But while authorities searched the room, Gertz jumped up, sprinted through an open sliding glass door and onto the 3-foot-wide balcony, where he tumbled over a railing,

Mauk said.

An investigation into Gertz's death failed to determine if he intended to commit suicide or lost his footing while trying to escape from authorities, police said.

"The momentum of his body and the speed of his run carried his body to the balcony railing, where he apparently lost his balance and tumbled over the railing," Detective Don Takbak said.

Mauk said police concluded their investigation Friday into the death, which was ruled an accident.

Representatives of the Valley Hilton would not comment on the incident, but Mauk said Gertz had been staying at the hotel for about three weeks. Few hotel guests were aware of the incident, police said.

A spokesman for the Los Angeles County coroner said an autopsy to determine the exact cause of Gertz's death will be conducted next week.

Joe Bustinos
Here are some questions APME Exmembers are using in testing
REPORTER and COPY editor candidates. Delete the incorrect form
within the parentheses:

1. The man spent his day off just lying around.
2. This country needs fewer critics and less criticism.
- ✓ 3. The tramp took only a couple *of* apples and tangerines.
- ✓ 4. He found his companions to be *all* ~~at~~ right.
5. Let's not forget the effect this will have on our neighbors.
- ✓ 6. The game was cancelled due to rain. *because of*
7. The small town was ravaged by the rampaging river.
8. I didn't mean to imply you are a crook.
9. I am eager to go.
- ✓ 10. His appearance was different *from* than the mayor's.
- ✓ 11. Wilson was *hanged* ~~hung~~ for murder despite his appeal.
12. Lettuce Inn will soon be the oldest place in town that has been continuously in business.
13. I went *to* the store to buy some stationery.
- al ✓ 14. Our *purpose* ~~business~~ is to pass the law.
15. It might have an adverse effect on our sales.
16. The candidate was persuaded to change his position.
17. The smell left him nauseated.
18. Let us not flaunt our superiority.
- ✓ 19. The reason given was only a *pretense* ~~pretence~~ for general incompetence.
20. He was censured for his failure to follow through.

APME Exam

Here are some questions APME members are using in testing
reporter and copy editor candidates. Delete the incorrect form
within the parentheses:

1. The man spent his day off just (laying, lying) around.

JOE BUSTILLOS

9-11-90

27

Journali

WASHINGTON (UPI)--The 55,000 journalists working for the nation's 1,600 daily newspapers generally love their jobs despite low morale over bad pay and lack of feedback from their bosses, ~~said~~ ^{said} a new study Monday.

The two-year survey, by the Human Resources committee of the American Society of Newspaper Editors (ASNE) is the largest study of newsroom employees of daily newspapers ever undertaken.

"If this was a survey of the auto industry or...other major institution the press would be all over it...It would command front page play in some communities," said John Seigenthaler, Editor and Publisher of the "Nashville Tennessean" and editorial director of USA Today. But he predicted many editors "are going to put it in a drawer."

The 120-page report, "the changing face of the newsroom," found that today's journalism workforce is young--most are under

35 years-old, well-educated, predominantly white, male and highly ambitious.

Overall the work force is 65% male and 30% female, although the proportion of women is growing and journalism schools now report that 60% of their enrollment is women. About 6.6 percent are minorities.

Newspaper workers are also more mobile than in the past, with a third, or 36%, having been with their newspaper less than three years and just more than half, 52%, five or fewer years.

"While there are widely varying viewpoints and attitudes within the newsroom, this study does reveal a prevailing spirit of professionalism and a solid measure of optimism among the people who populate today's newsroom," the study said. "Time and again, when forced to choose, ^{IC} These newsroom professionals put the newspaper first, themselves last." But the survey, conducted by mail, also documents troublesome areas ^{SP} it ^{SP} said could have a negative impact on the quality of the newspaper.

"Of particular concern to ^{their} editors is the disparity of opinion between newsroom managers and ^{their} staffs over the effectiveness of management and the quality of the newspaper," the study said.

"Editors don't think feedback is a problem, but their underlings do. ^{SP} Managers think newsroom morale is higher than ^{SP} apparently it is."

The study found that staff morale was listed as the biggest problem by "virtually every demographic and job category breakdown ^{SP} except one: The 177 newsroom executives, who represent 17% of the survey sample."

Instead of morale, the executives listed "lack of time to do a good job" as their most significant problem. "In a stunning turnaround, ^{SP} editors and managers give the lowest problem rating of all to staff morale: 16%."

Lack of feedback and communication in the newsroom were ^{SP} principle causes of the low morale, followed by low pay, especially at newspapers with circulation under 50,000.

Within the newsroom, copy editors are the most dissatisfied. The survey said ^{SP} the compared to other newsroom workers they do not like their jobs as well, rate their newspapers lower and plan to get out of the business sooner.

The survey also confirmed one widely held stereotype of journalists^o that they are more liberal than the nation as a whole, with 62% defining themselves as liberal-democratic in outlook. ^{sp}

But it rebutted another widely held view^o that journalists are nonreligious, with 82 percent calling themselves religious believers. ^I ✓

The study was based on responses from 1200 journalists at 72 newspapers to a 91-[✓] question survey. [^]

JOE BUSTILLOS

Ellis

49
60

NEW YORK--In a joyful dignified ceremonies, the "golden door" through which 12 million immigrants entered the U.S. was reopened at Ellis Island on Sunday.

Trumpets sounded a military band played and 49 new Americans were sworn in. Guests sipped champagne, and vice president Dan Quayle cut the white ribbon to open the restored Great Hall as an immigration museum.

"They taught us to give the very best of ourselves to insure that our freedom endures forever," said Quayle, acting for President Bush, who was in Helsinki Finland meeting with Soviet President Mikhail S. Gorbachev.

"Today, no one is answering the call more effectively than our young man and woman in the Persian Gulf," the Vice President said. "There children of mexicans or kenyans stand shoulder to shoulder with the grandchildren of Japanese or French next to the great-grandchildren of Poles or Dutch--now Americans all."

Chrysler Corporation chairman Lee A. Iacocca said, "There are thousands of different stories, but you stitch all of them together and you have one huge saga, and its our saga." Iacocca led a campaign that raised \$156 million to save the immigration station.

The restoration project, the most expensive of its kind in American History, was entirely financed from private contributions to the Statue of Liberty-Ellis Island Foundation.

About 1,5000 guests gathered outside the huge four towered brick building to be opened to the public as a museum today.

Supreme Court Justice Antonin Scalia swore in the new citizens as symbols of the millions who teemed ashore here six Americans who passed through Ellis Island were

honored during Sunday's ceremonies. They included 92-year-old Clara Larsen who emigrated from Russia in 1911. Now a white-haired woman who moves about with a walker, she traveled alone as a teenager to New York, where she later was a founding member of the International Ladies Garment Workers Union.

Also on the stage was Johanna Flaherty, 84, who emigrated from Ireland at the age of 16. She came to America, she said in an oral history preserved at the immigration museum, because she "didn't want to wake up and stare a cow in the face every morning." Flaherty saw that as her future in her hometown. She settled in New York city and raised a family.

From 1892 until 1954, when the Ellis Island Immigration Station was closed, some 12 million immigrants (who have an estimated 140 million descendants) passed through its portals. *The immigrants have*

In 1907, the peak year at Ellis Island, more than 1 million immigrants were processed. On the busiest day, April 17, 1907, the total was 12,000. Most of the newcomers spent three to five hours on the island. The processing included medical examinations, during which eyelids were lifted to check for signs of the disease trachoma and scalps were inspected for fungus infections.

What was it like to step off the gangplank at Ellis Island?

An article in the May 1903 issue of "Everybody's Magazine" described the experience. (?)

"They are so optimistic, these hordes of foreigners who are pouring into their promised land, so confident of flowing milk and honey, so glad that the wandering is over," wrote Eleanor Hoyt. "They swarm off the boats and are met by loud-voiced, impatient men who have seen shoals of immigrants come and go..."

"The nervous excited...crowd must be handled quickly, for more are coming, and more, and more."

But And some of them did not pass the exams.

"Bitter faces, sullen faces, unhappy faces, indifferent faces, all tell the same story--excluded," the magazine article said. "From the consumptive Italian actor to the English convict, from the mournful eyed hollow chested Hebrew patriarch to the half blind German musician, they are failures all. And even when the door is closed upon them, an imaginative brain still sees the dreary faces peering through the smoke clouds like a Dantesque vision of lost souls."

#

JOE BUSTILLOS

Souter

16/20

^{Association}
The American Bar Assn. gave Supreme Court nominee David Souter ^{its} ~~their~~ top rating Tuesday but liberal groups warned he won't have an easy ride to confirmation.

^{Am} A ABA panel gave Souter a unanimous "well qualified" ^{ing} ~~ating~~ after a study of his writings as a New Hampshire judge and state attorney general.

"I look forward to a speedy confirmation," said ^{The} ~~United~~ States Atty. Gen. Dick Thornburgh. ^{U.S.} ~~Hearing~~ ^{Sept 13} open Sept. 13.

But civil liberties groups are turning up the pressure on ~~Senators~~ ^{Senators} to question Souter closely.

"Souter's technical qualifications were never in question," said Arthur Kropp of People for the American Way. "What the Souter nomination will turn on is his judicial philosophy."

A key woman's group ^{first} of several groups expected to issue reports on Souter this week ^{says} it will oppose him unless he spells out his views.

"The people have a right to know whether David Souter ^{is} ~~is~~ committed to the fundamental constitutional principles of privacy and equal protection of the law for woman," said Helen Neuborne of the NOW Legal Defense and Education Fund.

JOE BUSTILLOS

4/16

Martino

The 42-year-old

Susan Martino, 42, daughter of 1960s LSD Guru Timothy Leary, apparently hung herself in her Los Angeles jail cell Wednesday.

Her death was ruled apparent suicide she'd been ruled mentally unfit for trial in the 1988 shooting of her boyfriend.

LA coroners office ruled Susan Martino's

Joe Bustillos

Sunday

Part 5 -- Editing (20 min.)

It is Saturday night. Edit the following story for Sunday morning's newspaper. If you find inconsistencies you cannot correct, note them in the margins. (Exercise courtesy of the Detroit Free Press).

*Use delayed ID lead
Don't begin with time element*

a 32-year-old woman

10/15

PROVIDENCE, R.I. -- (AP) -- ~~On Friday, Donna Richard, 32, was~~
arrested and charged with murder in the bludgeoning death of her
four-month-old daughter, ~~earlier this month.~~

Richard was arrested on a Rhode Island warrant at her
~~The arrest in Bloomington, Ind., by Indiana state police and~~
~~parents Bloomington, Ind. home by Indiana state police &~~
~~FBI agents, came on a Rhode Island warrant issued Friday, said~~
~~FBI agents, according to Indiana state police corporal Mls Kjellin.~~
~~Pawtucket police Sgt. David Holden.~~ *The Rhode Island arrest warrant*
was issued Friday

*Identify
Richard
in #2*

A Bloomington native, Richard was arrested at her parents'
home in that city, said Cpl. Nils Kjellin of the Indiana state
police. She was held at the Monroe County Jail pending
extradition to ~~R.I. Rhode Island~~, *Richard is being*

Tests on the body of Jerri Ann Richard showed that she had
been raped, Pawtucket police said. However, murder was the only
charge included on the warrant for Richard's arrest, according to
Indiana and Pawtucket authorities. *corporal* ~~Cpl. Nils said it is clear from~~
that ~~Richard's attitude that she watched her daughter raped by a~~
~~friend, and is also guilty of conspiracy to commit rape.~~

At the time of the baby's death, ~~Donna Richard~~ *own* had said that
her life was shattered. Before the body was found, she had ~~even~~
issued tearful pleas on television for the return of her daughter.

The whereabouts of Richard's husband, Ralph Richard, ~~were~~ not
immediately known, *according to* said George Muksian, the couple's Providence
attorney. He said he spoke with Ralph Richard on Friday, *of Muksian*
didn't know whether an arrest warrant had been issued for *him Richard*.

The infant is reported missing by her parents Nov. 1 and ~~was~~
found dead four days later in an alley less than a ~~block~~ *block* from the
family's apartment in an industrial area of Pawtucket.

d351 r p zyvwyfzvt

AM-Bush, Bjt,0607

Bush Says Iraq's Withdrawal From Kuwait 'Non-Negotiable'

By TERENCE HUNT

AP White House Correspondent

L SAN FRANCISCO (AP) - President Bush warned Saddam Hussein on Wednesday ^{that} the U. S. will take tougher action against Iraq if sanctions and diplomacy fail to work. He said demands for Iraq's withdrawal from Kuwait were nonnegotiable.

L Bush said the United States, joined by other nations, are "standing firm and unyielding in the distant desert sands" against the Iraqi President.

In a prepared speech ^{again} ~~winding up a two-day campaign trip~~, the president ^{again} called ~~again~~ for Iraq to withdraw its ^{s.c.} ~~invading~~ Army from Kuwait, restore the country's exiled leaders and release all foreign hostages.

L "If Iraq does not meet these non-negotiable conditions," Bush said, "then its isolation will not end. And we are, as I've said before, prepared to take additional steps if sanctions and the quest for a political resolution do not work."

L He did not specify what additional steps are being contemplated, and his warning did not go beyond a single sentence in his prepared remarks. White House aides said the comment was not intended as a new signal but ^{to} reinforced earlier statements.

L With more than 150,000 ~~United States~~ combat troops in the Persian Gulf, Bush has refused to rule out the possibility of military action. Moreover, contingency plans for waging war against Iraq have been publically discussed by General Mike Dugan, whose comments

Dugan's

were deemed an indiscretion and led to his firing as Air Force Chief of Staff.

Bush's threat against Iraq echoed a warning ^{given by Helsinki} ~~from the Helsinki summit~~ between the President and Soviet President Mikhail S. Gorbachev. ^{At the Helsinki summit.}

^{Bush and Gorbachev} They agreed that the superpowers ^{are} are prepared to consider additional, unspecified action against Iraq unless it pulled out of Kuwait. However, Gorbachev appeared far more resistant than Bush to possible military action.

"The unity of outrage across the globe, the depth of support in the gulf and the ferocity of condemnation in the U. N. are unprecedented," the President said.

He said Saddam has been put on notice by "the extraordinary joint declaration" that Bush signed with Gorbachev.

"It is an absolutely unparalleled message of solidarity, a clarion call for Iraq to comply, immediately and completely, with the five resolutions which had been so urgently ordered by the U.N. Security Council," Bush said.

"And it heralds a new era for our world, the Soviet Union and the United States standing together in vigorous condemnation of an outrageous aggression."

He said the gulf crisis had forged a "new partnership for peace, a united world response to Iraq's aggressive ambition."

Bush's appearance ^{in San Francisco} here, and a stop in Los Angeles, were intended to raise between \$1.5 million and \$2 million for Senator Pete Wilson, who is locked in a close race for governor with Former San Francisco Mayor Dianne Feinstein.

Environmental issues have been a major focus of the campaign, and Bush underscored that theme in his speech.

Altogether
Wilson has ardently supported coastal protection, bucking both the Reagan and Bush White Houses, and championed forestry and river protection as well. He has won the backing of environmental groups that traditionally would be expected to back the Democratic nominee.

received
② Wilson won the endorsement of Friends of the River and the Western River Guides Assn.

Feinstein has been endorsed by the Sierra Club. The League of Conservation Voters has yet to announce an endorsement.

① Speaking of Wilson, Bush said, "his brand of environmental activism is the kind California needs."

③ Before returning to Washington, Bush taped some public service announcements urging a big voter turnout on Nov. 6.

EDITORIAL 6 COLUMN PAGE

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun	Sun Mag.

PAGE NO.....

								21½
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1								20
2								19
3								18
4								17
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19								2
20								1
21								
21½								

EDITORIAL 6 COLUMN PAGE

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun	Sun Mag.

PAGE NO.....

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17								6
18								5
19								4
20								3
21								2
21½								1

✓ Joe Bustillos

"accident"

cap ~~0.001~~ ^{1/4} x 2 1/2

enlarge to $6\frac{1}{16} \times 5$ 4 1/4

for Wed

p. D1.

D-1/wed

See me
if you
need help

$\frac{69}{14}$ $\frac{13}{4}$
 $\frac{54}{14}$ $\frac{35}{8}$

$\frac{3}{4}$



$\frac{2}{2}$

5/16

$$9\frac{1}{2} \times 6\frac{1}{2}$$

3 col.

reduce

$$\text{to } 6\frac{9}{16} \times 4\frac{1}{2}$$

4 col

reduce

$$\text{to } 8\frac{3}{4} \times 6$$

$$9\frac{1}{16}$$

$$18\frac{1}{16}$$

$$13\frac{1}{8}$$

INDIAN
SUMMER

GXP111601-11/16/88-SAN FRANCISCO: Greenpeace protesters Melissa Lewin (L) and Ray Gish sit at the desk in the offices of the Environmental Protection Agency's Toxic Waste Management director 11/16. About 25 protesters staged a noon-hour protest against the granting of a permit for a toxic waste incinerator in Verron, Calif. UPI mj/no



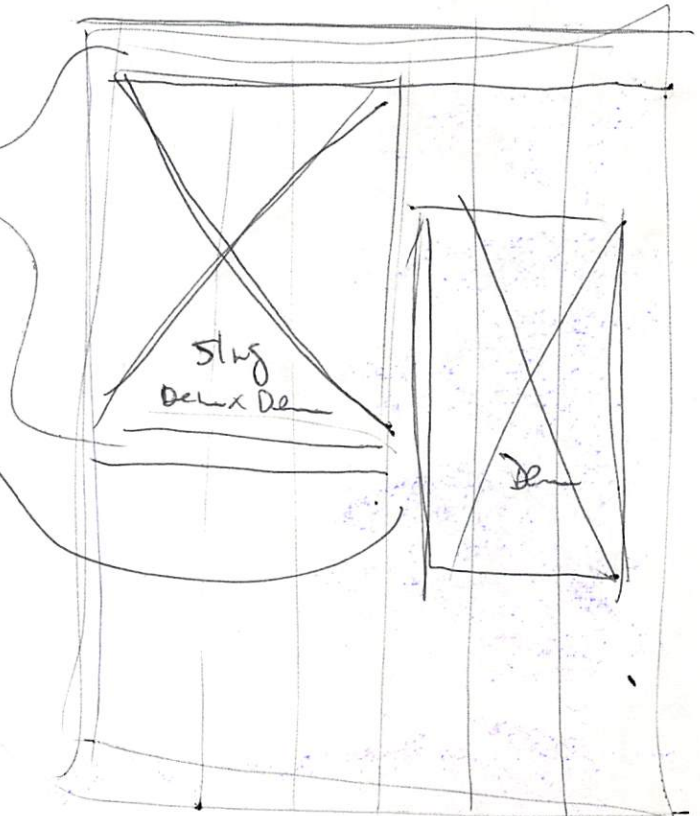
PHOTO PAGE ASSIGNMENT

You are a copy editor for the Orange County Register. The editor assigns you to dummy a picture page.

1. Select from a magazine, newspaper or book a headline type face that you find interesting.
2. Select a theme for the page (photos). The theme should be reflected in the headline.
3. Layout the photo page. Place dimensions on the photographs and the dummy.
4. Write a headline that fits. Make sure that headline type and style are designated on the dummy.
5. Layout the cutlines.
6. Write cutlines on a sheet of paper. Use whatever outline style you wish.
7. Turn in headline style you selected from your sources, sized, cropped, etc. photographs and dummy.

headline = 1"
cutline = 1/2"
(12 10-point)

white space



Name _____ Course _____ Date _____

Crop this picture as you see fit. Then size it according to instructions provided by your instructor. Finally, write a cutline from the caption information provided by the photographer.

Photo Caption

Photographer

Leon Portillo

Date

Nov. 11

Department

News

Ordered by:

Enterprise

Approved:

B.K.

Caption Information

Two unidentified canoe enthusiasts took to the waters Friday for a paddle up the Missouri River near Easley. They had plenty of beer to make the day enjoyable and the weather was unseasonably warm. The temperature was 65 degrees.

Location

Missouri River near Easley

Crop this picture as you see fit. Then size it according to instructions provided by your instructor. Finally, write a cutline from the caption information provided by the photographer.

Photo Caption

Photographer

Ann Lively

Date

Sept. 3

Department

News

Ordered by:

City Desk

Approved:

B.K.

Caption Information

The Mehlville Horse Show is just a week away, so Melanie Grover is busy trying to convince her horse, Red Delight, to jump fences. Red and Melanie will jump in the show, which will begin at 7 p.m. Sept. 10. Admission is \$2 for adults and \$1 for children at the Mehlville Arena. Horses get in free.

Location

Mehlville Fairgrounds

Crop this picture as you see fit. Then size it according to instructions provided by your instructor. Finally, write a cutline from the caption information provided by the photographer.

Photo Caption

Photographer

Leon Portillo

Date

Aug. 12

Department

News

Ordered by:

Enterprise

Approved:

D.L.

Caption Information

Today was a beautiful day, with a high temperature of 78 degrees, but this horse didn't have a chance to enjoy it. His owner had him locked up in his stall in a barn.

Location

Route K near Rock Bridge



HEADLINE COUNT

Lowercase Letters

Count

All except j i l t f m w

1

j i l t f

1/2

m and w

1 1/2

Uppercase Letters

All except J I L T F M W

1 1/2

J I L T F

1

M and W

2

Miscellaneous

All figures

1

\$ % ? # --

1

, . - : ; ! ' ()

1/2

Space ' etween words

1

Futura/Sans Serif

HEADLINE COUNT SCHEDULE FOR 6-COLUMN FORMAT

Type Size	1	2	3	4	5	6
14r	22					
14it	22					
18r	18	36				
18it	18	36				
24r	14	30				
24it	14	30				
30r	12	22	32	48		
30it	12	22	32	48		
36r	10	19	29	41	50	60
36it	10	19	29	41	50	60
48r		15	21	26	31	45
48it		15	21	26	31	45
18r/30it		20	30	46		
18it/30r		20	30	46		
18r/48it			19	27	29	58
18it/48r			19	27	29	58

Column Sizes

Column	Pica	Inches
1	12.5	2 1/16
2	26.0	4 5/16
3	39.5	6 9/16
4	53.0	8 3/4
5	66.5	11 1/16
6	79.9	13 1/4

Here are a few examples of type sizes and faces:

18 point Bodoni

24 point Bodoni Bold

30 point Bodoni Bold

36 point Bodoni Bold

[48 point Bodoni Bold

60 point Bodoni

72 point Bodoni

18 point Bodoni Bold *Italic*

24 point Bodoni Bold *Italic*

30 point Bodoni Bold *Italic*

36 point Bodoni Bold *Italic*

48 point Bodoni *Italic*

HEADLINE STYLES

Headlines serve four major purposes. They attract attention, quickly inform the reader what the story is about, grade or evaluate the story by type size and column width of the headline and dress up the page. Headlines take one of four forms. They are: (1) The headline itself; (2) the headline with a kicker; (c) the headline with a deck or (4) the headline in a box.

1. The Headline Itself

While many styles of headlines exists, a flush-left style is the look of modern newspaper makeup.

Prep Coaches Worry About Alcohol

The Headline With a Kicker

The kicker appears to be diminishing. A kicker is a headline above the main head and is set off with a short rule. It normally is used for feature stories when the headline writer could be more creative. The kicker type style is determined by the main headline. If the main headline is set in Roman type, the kicker is set in italic. If the main head is set in italic, the kicker is set in Roman type. Kickers are usually extend one-half the distance of the main headline.

5 DEAD

Police Seek Mystery Killer

The Headline With a Deck

A deck is one headline under another with the second headline usually telling the second most important element in the story. If the first headline is set in more columns than the second then the second one also would be called a "leadout."

Insurers to Quit State, Court Rules
Justices Overrule
Commissioner

Headline With a Box

A headline set in a box (story and headline enclosed in line rules) should be about two counts less than the maximum allowed in the headline schedule.

Local Legend Unable to Slow Down

ALVIN, Texas-- In rush hour, 5 p.m.
at the Nolan Run ranch: a station wagon
and pickup truck arrive in clouds of dust,
dog bark, telephones ring.

NWA	ports	\$60-million	net	profit
$\frac{1}{2}$ 2 $\frac{1}{2}$	1 1 1 $\frac{1}{2}$	1 1 1 1 $\frac{1}{2}$	1 $\frac{1}{2}$	1 1 1 $\frac{1}{2}$

$\frac{1}{2}$

GUIDELINE FOR HEADLINE WRITING

1. Make the headline TELL something; don't write nonheads.
2. Use subjects, verbs and objects in headlines; they are shortened sentences.
3. Use verbs in active voice unless the object is the most important element (e.g., car accidents).
4. Use present or future tense verbs.
5. Avoid forms of the verb "to be" or "to have."
6. It is NOT always necessary to use a verb in headline. But when you do not, then the omission must help to make a better headline.
7. No headline may start with a VERB.
8. Do not use HIT or FLAY or RAP or SCORE or BLAST or anything in that category of verbs, unless the word means precisely what it says. Do not use CITE as you would use deuces wild in a poker game. Use HIKE only to describe a long journey by foot. Do not use the word SET in the sense of KIWANIS SET FOR BIG CONVENTION or BUSH SET TO SIGN TAX BILL. DO not use SLATE except when referring to the rocky substance. In summary do not use HEADLINESE.
9. Omit the articles "a," "an" and "the."
10. Use a comma to substitute for "and."
11. Commas or semicolons may be used only at the end of a line, but where the age of a person is necessary to the headline you may use commas inside the line, before and after the numerals.
12. Divide different ideas by a semicolon; never use a period.
13. Use single rather than double quotation marks.
14. Never split words between lines. Avoid splitting verbal, prepositional and other phrases between lines.
15. Use precise numerals (except "one" when it begins the headline).
16. Avoid using names except when they are readily identifiable or for obituaries.
17. Do not use pronouns alone and unidentified.
18. Do not pile modifiers one after another in front of a modifier.
19. Do not editorialize, *attribute*
20. Avoid negative or tentative (may) headlines.
21. Be specific, concise. Avoid generalities.
22. Fill out the lines of your heads. If the count is 12 on one line, then do not submit a 5-count or a 7-count second or third line.

Avoid
Headlines

9. Headlining the News

The careful honing of headlines for every story handled on the desk—sometimes several headlines—is part of the challenge facing copy editors every day. To summarize accurately the key facts of a complex story in a limited space, the headline writer must be a consummate artist. This is a genuinely creative skill of the copy editor, and it is becoming more important as headlines increasingly depart from traditional molds and strict rules. Successful editors take a craftsmanlike pride in their headlines even though successes are little noticed (except for the occasional self-conscious feature head) and failures are spread before the public in display type.

THE PURPOSE OF HEADLINES

What are headlines for? What function do they perform? Do we cling to them as a tradition or do they serve a real purpose? Let's examine these questions from the standpoint of the reader.

The first newspaper in what is now the United States had no headlines. In a sense, the nameplate

came as close to being a headline as anything else the paper contained. It read: "PUBLICK OCCURRENCES, Both Forreign and Domestick." At best it was a *label* head. The colonials of that day, if they could read at all, could be counted on to read their little "Publick Occurrences" from the first word to the last. There was little news and any news was eagerly sought. Hence, the reader needed no help in finding what parts of the news to devote time to.

Most of us use the headlines to guide us to stories in which we are interested and to steer us away from stories that are of marginal or no interest to us. This is the *indexing* function of the headline and it suggests the first requirement of a good headline—it should state plainly what the story contains. That is true, at least, of the straight news headline.

But the second principal function of the newspaper headline is even more important: *it must convey accurate information* for headline scanners, persons who get most or much of their information on current affairs from the headlines only.

Thus it is clear that the headline has both of these prime functions:

1. To index the parts of the news of greatest interest to each reader.
2. To tell the news to the reader of headlines alone.

The headline has other jobs to perform, too. Among them are these:

3. To convey to the reader the relative *significance* of the news. News significance is expressed in terms of type display—the relative size and weight of headline used—and is decided on by editors on the basis of their own expert opinion of a story's value.
4. To convey to the reader the relative *seriousness* of the news. For example, italics and various decorative typographical devices such as boxes, star dashes, and so on, indicate that a story is primarily included for some value other than the significance of the news it conveys.
5. To make the newspaper *attractive*. The headline in all its various forms is essential to assembling eye-catching, yet coherent news pages.
6. To give the newspaper *character and stability*. The consistent use of familiar headline structures gives the newspaper a relatively familiar and welcome personality.

Many readers might cynically add a seventh function of the headline: to sell newspapers. This was true once and is, to a moderate degree, still true in a few large markets where newsstand sales are a regular and important source of circulation. Such circumstances might put some pressure on editors to use large banner lines across the top of Page One because that's ideal for displaying the top news of the day on newsstands. (It is not as important now that single copies are handled largely by newspaper vending machines.) For roughly the first four decades of this century, metropolitan papers, especially afternoon papers, would do up a series of made-over front pages with a new top banner line every time. When New York still had four morning and five afternoon newspapers, all competing vigorously for all the circulation advantage they could get, this was one of the ways they competed. Now,

for the most part, we use banner lines only on special days when the news warrants it. Only a few papers use them every day; some use them not at all. We don't have to offer a new scare headline every hour or so, because it's the solid support of the home-delivered circulation that matters.

HEADLINE DEFINED

The term *headline* has pretty much the same meaning from one newspaper to another but is often confused by the public. Any line or collection of lines of display type that precedes a story and summarizes or introduces it can be called a headline. Some people use the term incorrectly to apply only to the banner line across the top of Page One. Others use it incorrectly to apply only to the top unit of a series of *decks* in a headline—the separate units that make up a compound headline. But all its parts add up to a single headline. A head of two or more decks is still one headline.

The generic term *headline* includes many specialized types, including *jump heads*, *kickers* and *sub-heads*, all discussed in more detail later in this chapter. But they should not be confused with *binders*. A *binder* is a display line identifying but not summarizing special material that is not handled as a news story. Binders are commonly used over full texts of speeches. Thus the binder "Text of the President's State of the Union Message" identifies the material that follows, but it does not tell what happened, as would a headline that begins "President Asks Congress . . ." Binders are also used over tabular matter accompanying a related news story.

Although headline-writing practices vary from newspaper to newspaper within a small range of differences, newspaper headlines tend to have five obvious distinguishing characteristics.

1. Headlines are sentences, built around action verbs.
2. However, they must be adjusted to a predetermined space and typographical style.

3. Therefore, they are *skeletonized* to save space. Omitting articles and other unnecessary encumbrances leaves room for more detail in the restricted space headlines are allowed. But more importantly, skeletonizing contributes to a sense of urgency, the rationale being that no words should be wasted in getting the latest intelligence to the readers as quickly as possible. Even though today's increased freedom in shaping and presenting stories has correspondingly given the headline writer greater freedom from strict skeletonization (especially when the tone of the story is relaxed), the basic norm today is still the skeleton form.
4. They use the present tense to convey immediacy and also to save space: usually present-tense forms of verbs are shorter than past-tense forms.
5. They used to be set in the style of titles, that is, with all principal words capitalized. Early in the 1970s a new view swept the country and a *down style* became all but universal. That is to say, headlines were capitalized in the manner of text, rather than in the manner of titles. The idea was to help readers read them as sentences, rather than as titles of magazine articles or books.

Along with this down-style trend, it seems, has gone the sensible tendency to move away from strictly skeletonized headlines. Although this has been true of feature heads for years, it has been less true of news headlines. On some desks it was beyond the pale to write a head such as "President and Congress Near Confrontation on Energy." It would have to be "President, Congress Near..." Fortunately on most desks such a strict rule belongs to the past—if it ever belonged.

THE HEAD SCHEDULE

Any news editor, when breaking in new copy-desk personnel, will trot out the paper's head schedule early in the orientation and explain it in detail. But,

as usual, there is an old way and a new way. The old way was to have a limited number of single-column heads and designate them "by the numbers." No. 1 would be a top-of-Page-One head of, let's say, three lines in 36-point Bodoni Bold, in roman, set flush left, followed by a deck consisting of two lines in Bodoni Bold Italic, set flush to a 1-em indent. (These terms are explained more fully in Chapter 14.) No. 2 would appear at midpage on the front, but at the top of inside pages: let us say three lines in 30-point Bodoni Bold, flush left, and two indented lines in 18-point Bodoni Bold Italic. Copy would be marked No. 1, No. 2, and so on, and, with the addition of a slug, this would designate the story: P1-No.1-Energy. Then there would be another series of designations for headlines two or more columns in width. These might be labeled A-3, A-4, and so on, the letter designating the type combination used and the number designating the number of columns wide.

This kind of head schedule is entirely appropriate for a certain copy-desk philosophy of makeup and design. A fixed headline schedule has its place. For one thing it contributes to day-to-day continuity—the kind of familiarity that is intended to breed not contempt but comfort for the reader; the paper is an old and familiar friend.

The new way is to design a newspaper by selecting certain headline typefaces and leaving the copy desk more or less free to use these faces in appropriate sizes and line lengths in whatever way will yield an interesting and informative front page. Rather than operating from a fixed schedule of approved headlines with only an occasional deviation for some special purpose, the makeup person now uses the basic materials at hand to make best use of the available newshole. Thus the news editor might decide to construct a feature head or combination of heads to suit a particular front-page story, or to combine two related stories. The desk could use star dashes between lines; it could use an overline in a form never tried before. For examples of such innovation, see Figure 9.1.

Where such freedom is used in a profligate manner, the paper loses its comfortable familiarity. Its



FIGURE 9.1 AN ERA OF EXPERIMENTATION. Newspapers are experimenting in their use of headline formats. They are creating special headline forms to serve special needs—on a one-time-only basis. This innovative headline attracts attention to a political analysis being given top play on page one. Does it work? (Courtesy Park City Daily News, Bowling Green, Ky.)

character may be defined by such daring day-to-day innovation.

The trend appears to be in that direction. The copy desk of the Louisville *Times* could not fulfill its boast of never making up a front page exactly the same as ever before if it did not have the freedom to devise heads to fit stories, rather than fitting stories into the narrow confines of a fixed head schedule.

The result is a head schedule that once gave the compositor, and now gives the computer, exactly the information needed to construct the precise headline the desk has in mind. And since many newspapers these days have 4-column, 6-column and 8-column versions of heads (see Chapter 16), they cannot use columns as a constant feature of the head schedule. More likely the head designation will be entirely descriptive, whether written on copy and in hand-drawn dummies or keyed into the computer.

EVOLUTION OF HEADLINE TYPOGRAPHY

From the typographic standpoint, the headline has an interesting history. With an occasional exception, headlines were essentially labels until intensive and widespread reading of Civil War news forced some changes. Until that time, a single crossline was used to title—or label—a news story. Now,

rather than read long dispatches in the pedestrian style of the period, readers demanded news in their headlines. The solution at first was more crossline labels:

LATER FROM CHARLESTON.

* * *

ARRIVAL OF THE ARAGO.

Bombardment of Sumter
Still Progressing.

The Capture of Charleston
Problematical.

RENEWED REBEL DESERTIONS.

The first two and the last of these decks are labels; they are not sentences built around verbs. The other two are more like today's headlines ("Still Progressing; Capture [Is] Problematical"). Labels tend to signify the scope of the story without really telling it. But the seeds of the inverted-pyramid headline, reflecting the inverted-pyramid form of a story, were sown in headlines like this. Probably without thinking about it, the printers set their longer crosslines on two lines, centering both, with the bottom one shorter. The top deck, however, was always of one line, centered.

That form persisted until the 1880s, when the *stepped*, or *dropline*, head first appeared. The circulation war between William Randolph Hearst and Joseph Pulitzer can be credited with the experimentation in headline forms that characterized the Spanish-American War era, during which a quite standard headline form evolved. It consisted of two, three and even four lines, stepped to the right, followed by a series of secondary heads usually taking the form of an inverted-pyramid two- or three-liner, followed by a single crossline or perhaps a stepped two-liner, and then another pyramid-style three-liner. The hanging indentation is little used these days, but may still be found every day in the *Wall Street Journal*:

Stubborn Germs **Increasing Resistance Of Bacteria to Drugs Causes New Concern**

Cells Are Found Able to Pass
Immunity to One Another;
Most Drugs Are Affected

'Like a Science-Fiction Story'

Wall Street Journal

In this example, the top line is what is called a *kicker*, or an *overline*. The deck below it is in the most common headline form in use today—flush left. (Only modest variation in line length is tolerated.) The third deck is the hanging indention. The last is a crossline. As is often the case, the kicker is a label. The top two decks are not—they are skeletonized sentences built around active or passive verbs. The crossline is used in many ways: It can, as in this case, capture a quoted phrase; it can be a label; or it can be in headline language.

If there is a standard today, it is the flush-left head, and when it carries a second deck, which it often does, the second deck usually is a flush indention (indented at the left, all lines aligning at the left) in smaller type. These are shown below:

City Establishes Laboratory to Spot Dutch Elm Blight

Entomologist Also Named
By Parks Department in
Fight to Save the Trees;
Survey to Be Launched

Buffalo Evening News

However, the four-line deck shown here is giving way to three-liners, two-liners and even one-liners as the trend continues to limit the details covered in the headlines:

Soviets Reject Protests

Call Reaction
To Sentences
'Fit of Hysteria'

'One-Vote' Machines Pass Test

OK'd for Friday's
Special Election

A couple of decades ago, the *kicker*, or overline, was a daring innovation. Today it is almost as standard as the flush-left head; in fact, some newspapers use it on nearly every major headline. The illustration on the next page is typical of the kicker head in its earliest and simplest form. Note that the kicker is set in italic type and is underscored. The rule often is to put an italic kicker over a roman head and a roman kicker over an italic head.

Tonight and Tomorrow

Many Thanksgiving Services Scheduled

The relationship of one deck to another has been freed from traditional constraints, and experimentation with even bolder and more dramatic ways of

presenting the news by means of display type is going on constantly. Some idea of the current variations may be seen in Figure 9.2. It also represents the dominance of multicolumn heads these days.

These headlines reflect only in part the revolution in headline structures; something new comes along nearly every day. (See Figure 9.3.) But these changes are not isolated from other newspaper trends; they relate to makeup in particular, a subject that is discussed in Chapters 15 and 16. As headlines they

Bridge to controversy

Conservationists challenge political power in Washington's 'Three Sisters' confrontation
Christian Science Monitor

Tools of the Trade

Moonbound? Don't Forget Hammer, Brush
Milwaukee Journal

Cincinnati Enquirer

FEAR GENETIC TAMPERING

Harvard Scientists Isolate Gene

"The list is a bad, bad area for us . . . It's a real never-never land for regulation."
—an FDA official

"Unfortunately, the definition of 'everybody knows' (additives are safe) seems to be unclear . . ."
—Medical School official

Louisville Times

680 Food Additives Sold Without Tests

Challenged by criticism of its facilities and standards, students and faculty defend . . .
Louisville Times

The Law School's Case

A Lovin' Swinger

Sam the kinkajou looks for a new pad
Louisville Times

Ulster hope

Peace prospect survives —if troops keep lid on
Christian Science Monitor

FIGURE 9.2 AN ARRAY OF MODERN HEADLINE FORMS.

The Paducah Sun

Monday, February 11, 1979

Streets of Tehran become battleground



Department goal boom in tourism

By [Name] Staff Writer
The state Department of Tourism has set a goal of increasing the number of tourists visiting Kentucky this year by 10 percent over last year's total.

After office

Carroll considers joining local law firm

By [Name] Staff Writer
A local law firm is considering the possibility of hiring a former state legislator to join their staff.



Exhibit to open Black Heritage Week in Paducah

By [Name] Staff Writer
A new exhibit will be opened during Black Heritage Week in Paducah, featuring the life and work of a prominent African American figure.

Imes Tuesday begins state resources job

By [Name] Staff Writer
A new state resource project will begin on Tuesday, aimed at improving the management of natural resources in the state.



<p>Neighborhood Small and careful for 75 years That's how it goes at the Bank of Lewis [Name] Staff Writer</p>	<p>Budget cuts won't affect MNL arena, Carroll says [Name] Staff Writer</p>	<p>Kentucky Housing Corp. plans new guidelines for low interest mortgage loans [Name] Staff Writer</p>	<p>Brasher plans new guidelines for low interest mortgage loans [Name] Staff Writer</p>
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FIGURE 9.3 ANYTHING UNUSUAL, CLASS? The heads are centered. (Courtesy Paducah, Ky. Sun)

have certain interesting features, all of which are built on a new assumption about the function of the headline: they are meant to be taken in—absorbed—not read. When the editors of the old New York *Herald* used twenty-four decks to tell the story of Lincoln's assassination, they must have assumed the reader was going to read them. But evidence that newspaper readers consult a headline, rather than read it, before deciding to go down into the 8-point type of the story led to some of the changes apparent in the array of modern headline forms illustrated in Figure 9.2. Editors began to try to attract readers to the story. The heavy use of white space, once regarded in the newsroom as wasteful, is obviously intended to attract attention to the head and to make

its appearance pleasing. Not shown here is another innovation in headline typography: spot color. Increasingly, editors are using a color other than black to draw attention to heads.

COUNTING THE HEAD

But no matter what form it takes, the headline must still fit the space to which it is assigned. New forms merely add new complications to the process. Constructing headlines that tell the story and also fit the space requires not only patience and flexibility, but the ability to predict whether a given line will go (can be fitted into the required space). Consequently, every line must be counted, whether by the editor or by the computer.

Apart from the computer, there have never been sure-fire or universally accepted counting systems. Head writers can adopt any system that suits them. They can count them in their heads or on a piece of copy paper or at the typewriter—and now, best of all, on the terminal.

The old ways of counting heads are admittedly crude. If they work nine times out of ten this is considered a good batting average. Such a system goes like this:

- Count all small letters 1 except *l*, *i*, *f*, *t*, which count ½, and *m* and *w*, which count 1½.
- Count all capital letters 1½ except *I*, which counts ½, and *M* and *W*, which count 2.
- Count all punctuation marks ½ except the dash, question mark, dollar sign, and percent sign, which count 1.
- Count all figures 1.
- Count all spaces 1.

Hedging the Count

Then it proves useful to learn how to hedge the count. For example, the same letters in different typefaces differ from each other in relative width. Thus in Erbar, a modern sans serif type, the *r* occupies relatively less space than the *r* in Bodoni. Consequently, head writers working under pre-computer conditions must adopt hedging tactics. In

using the caps-and-lower-case count system, one knows that the presence of a lot of lowercase *r*'s in an Erbar line will make it shorter than the count, since that letter is relatively thinner than others that count 1. One also knows that figures will make a line longer than estimated, since they are relatively wider than other letters that count 1. Also, plainly a line that contains many half-count characters may be fatter than the count indicates, since these actually tend to be a little wider than half the width of most 1-unit characters.

In addition, the number of spaces in the line may affect its length. In hot-metal linecasting systems, compositors use space bands between words in a headline. In order to justify the line, they can make spaces wider by hand spacing or thinner by using thinner space bands. In cold-type systems, the details differ but the principle is the same. All this means that a space may occupy more or less room than the head writer figured when counting spaces one or half a unit. Hence, when a line seems slightly long but might go, a large number of spaces may mean it will go, whereas a smaller number of spaces may mean that it will not.

Head Writing by Computer

Writing heads on the terminal is a much more precise process. It is really a matter of measurement, rather than estimation. Typically, each letter is divided into 10 vertical slices and a base-10 value is in the computer memory for each letter in the particular typeface being used. Thus each line in the headline is given a maximum number of units for each measure (line length) in which it appears. But these are much finer units. When the line comes up on the screen, if it is longer than will "go," the last word (or, in some systems, the last letter or letters) in the line drops down to the line below. The head writer may then try another line, and so on until the requirements of the head are satisfied.

It is even possible to put a lower limit into the computer. One of the ways this works is to have the line flash off and on when the line is shorter than specifications (and drop excess letters and words to the next line when too long as described above).

There is even an additional source of flexibility in making headlines fit with the help of a computer. This is called *Kerning* and is described in detail on page 44 in Chapter 3. To recapitulate briefly, kerning means the ability to move characters closer to each other or farther apart. Because some letters in some typefaces look too spaced or too little spaced without kerning, many computerized composition systems include this capability. Thus the editor may make adjustments in the positioning of adjacent letters to improve the way they look and the way they read. What this means is that, with kerning, the editor may squeeze a line that is a bit too long to make it fit—or stretch a line that is otherwise too short. (See Figure 9.4.)

Of course there are limits beyond which squeezing and stretching cannot be allowed, for either esthetic or legibility reasons. When that point is reached—try another line. Headline readability depends in part on even spacing. How much this can be sacrificed in order to shoehorn in a long line or stretch a short one depends on the paper's (and the editor's) standards.

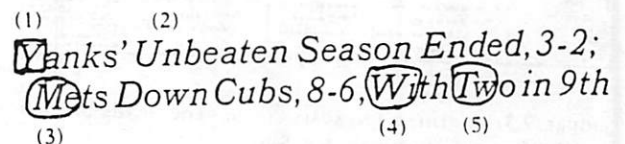


FIGURE 9.4 KERNING IN HEADLINES. This headline illustrates kerned and unkerneled letter pairs. (1) This *Ya* combination has not been kerned. The square around the *Y* shows that these letters were placed simply adjacently. The same is true of the *Un* combination (2). But the second line was long and was squeezed in by kerning (3,4) and by extreme kerning (5). Kerning can be done literally by hand where headlines are pasted up letter by letter. Headlines written at the VDT can also be kerned, provided the system includes that capability. Thus the head writer can try a line unkerneled. If it is too long, kerning may be tried—negative kerning (shown here) to shorten the line, positive kerning to lengthen it. It used to be an axiom of the newsroom that "you can't squeeze type." Kerning gives that the lie. However, the principal virtue of kerning is esthetic and a matter of legibility, not copy fitting. Many typefaces are much improved by kerning certain letter combinations when their design makes them too close or too far apart. Bookman italic (shown here) is one of these. © 1977 by The New York Times Company. Reprinted by permission.

WRITING SKILLS

Writing good headlines is a skill with a very high ceiling. Nobody ever achieves perfection. But more than that, it is a skill basic to communications and as such deserves as careful attention from journalism students who do not plan to enter newspaper work as from those who do. The headline uses a minimum of language symbols to convey a maximum of meaning.

Headline writing does not (or should not) use a language of its own. Headlines must use language symbols people can understand. The extent to which a headline seems to be cast in terms used only by head writers is a measure of its failure to achieve communication.

Beginners can profit from understanding this point. They must broaden and deepen their headline vocabulary—but in the words people use and understand. They must pay more attention than ever to both denotations and connotations of words, examining them for their exact meaning and for special meanings in the light of their immediate context.

Headline writing, therefore, imposes a new discipline on copy editors that can help sharpen their communication skills. And despite its specialized nature it can help journalism students—and students of other communication arts—to improve their general skill as dealers in words. It has many direct applications in such fields as advertising, public relations, trade journals and house publications, magazine editing—anywhere words are used to capture the attention of readers, listeners and viewers.

Writing a good headline involves more than simply learning a bag of tricks about the headline count and accumulating a reservoir of trick words that are short. "Flay," "flout," "nab," "hit," "fete," "count," "slap," "peg," "lid," "tiff," "rap," "check," "cite," and the rest are rarely useful these days, and certainly are no substitute for a good vocabulary. Some of the basic skills that point to success in head writing are these:

1. *Accurate perception of the story.* Naturally, this is the first on the list. Head writers who cannot see the story clearly and strip it down to its essentials

will probably write misleading heads. They must be able to recognize what parts of the story are newsworthy, dramatic, significant and new.

2. *A vocabulary that is both broad and deep.* The lay vocabulary is not sufficient to the head writer's task. Constructing sentences within the strictures of the headline requires not just a vocabulary of many words, but knowledge of their precise meanings and connotations and which ones may and may not be used synonymously.
3. *A sharp sense of sentence structure.* Headlines are stripped-down sentences. Sentences take many structures. Head writers depend on flexibility not only in choice of words but in choice of sentence structures, so that they can switch word order quickly without damaging meaning.
4. *A keen eye for ambiguity.* Head writers must review their work endlessly to detect ambiguities. They must be able to put themselves in the place of many potential readers. What is clear to a copy editor may not be clear to others.

Naturally, these are very generalized descriptions of head-writing skills. But before getting into a more specific catalogue of maxims and rules, it will be well to have an example to proceed from. Let's trace the steps one editor took in writing a headline. The story was destined for Page One. It went like this:

Officials of the city's Department of Social Services disclosed yesterday that they had decided to require narcotics addicts to become affiliated with a rehabilitative program before they will be accepted for welfare assistance.

The person in the slot had called for a No. 3 head—two lines with a maximum count of 16 units each, and three lines in the form of a pyramid with a first-line maximum count of 26. (Let us assume that this is a hot-type paper, so hand counting is required—or a cold-type paper lacking the head-counting programs of the sort mentioned above.) In headline terms, the story says:

City to Require Addicts
to Seek Treatment

But this first line is obviously too long: 21½ units.

"City to Require," however, falls within the prescribed limits:

City to Require (14)
Addicts to ????

"Seek Treatment" won't fit into the remaining space. After trying this and that, the head writer goes back to the story and sees that the angle can be changed: new restrictions are being placed on addicts who seek support through public welfare. This yields a new word that fits about the same space as "Require":

City to Restrict (14)

Now—what is being restricted?

Aid for Addicts (14)

But now that the top head emphasizes the restriction on aid, what must be dealt with in the second deck? Nothing has been said about what kind of aid or how the aid will be restricted. Soon the second deck begins to emerge.

Welfare Rule to Require (22½)

A little short. But there is an easy answer for that one:

Welfare Rule Will Require (24½)

The rest goes down without a hitch.

Proof That the Recipient (22½)
Is Seeking Treatment (19½)

An ideal headline for this story. Its meaning is plain to the reader who seeks only the top two lines but it is even clearer and more detailed for the reader who goes on. And the count worked for the typographical form, as may be seen in the adjacent column.

**City to Restrict
Aid for Addicts**

Welfare Rule Will Require Proof That the Recipient Is Seeking Treatment

Of course, when the process is not computer-assisted, experienced head writers don't write down the count for each character and then add them up. They develop ways of speeding up the process. Some count the characters and then scan the line for characters that count more or less than one, canceling and adjusting the count accordingly. Another system is to count each character as one but skip every other half-unit character, or count a unit-and-a-half character as two and skip a corresponding half-unit character.

A Few Tricks

When we are working on straight news headlines, as distinct from more impressionistic heads and captions—the top of any headline must be able to stand alone—it must convey meaning without requiring the reader to go on to the second deck, if any. It will not meet good newsroom standards if it depends on the rest of the headline or the lead to make sense. The temptation for the beginner is to write a line at a time. But an acceptable first line will not necessarily allow the whole story to be told in the space that remains. The old-timer would offer the following counsel: *look at the first deck as a whole* and start over.

In the example shown just above, note that the writer had the entire story in mind before trying the first deck and therefore composed the entire top deck before counting any one line. Still looking at the whole deck, changes were made to bring the full story into the space limits. Then the effect was examined and the question asked: Does this give the whole picture? Or are other angles to the story essential to this first telling? This check resulted in another effort that brought the whole story into focus.

The head writer's tricks are not so much trickery as two closely related skills. The first is a ready set

of synonyms; the second and more important is structural flexibility, the ability to shift the materials of the story around in various sentence patterns until a combination of words and structure is found which tells the story precisely in the available space. Below is an illustration at the simplest level. First try:

Iowa County Fair
Names Superintendent

This tells it—it's simple and direct—but it doesn't count. The maximum is 21. The first line counts 16; the second, 20. To the experienced head writer, a fast shift in sentence structure will get the desired count. In reasoning aloud, the editor would say: "I can hold that second line—it counts. It can be either a second line, as it is here, in the active voice, or it can be a first line in the passive voice: 'Superintendent Named.' That means that a preposition must be added to the first line to make it count, too. Since a preposition shouldn't end a line (and one doesn't suggest itself anyway), I'll shift to the passive voice, make the second line the first, and pad with the preposition." The result:

Superintendent Named (19½)
for Iowa County Fair (20)

Sometimes a change of word order does not involve a change in sentence structure. Words in a pair or series can usually be shifted to make adjustments in the count:

Arms Aid Expansion, (19½)
Speedup Indicated (16)

That might go, but the spread in count is pretty wide. Switching the paired words produces:

Arms Aid Speedup, (18)
Expansion Indicated (17½)

This cannot be done to any and every pair or series. It is possible only when the two or more words are equals and have no time-sequence relationship. It would be ridiculous to switch these:

Boy, 14, Topples
into River, Drowns

The logical time sequence would be upset.

When trying out shifts in sentence structure, the beginner will discover that one is not necessarily as good as another, however. One editor came up with this headline after several tries:

Discrimination Hit (16)
as Stupid in Schools (19)

What was intended?

Discrimination in Schools (23)
Decried as Stupid (16½)

Instead of trying to tell that first line in another way, the head writer settled for a new sentence structure. The result was doubtful, to say the least. Examination of the story showed that the speaker was not implying that discrimination is acceptable elsewhere but stupid when practiced in the schools. Yet that is what the head implies. By finding a shorter (and for that matter better) synonym for "discrimination," it was possible to come up with this vastly superior head:

Race Bias in Schools (20)
Described as 'Stupid' (19½)

Most editors prefer to copyread the story first, then write the head. They reason that they are in a better position to tell the story when they have a full grasp of it. Often the head takes shape naturally in one's mind while reading. We can stop reading to jot down a headline idea, then check it after reading the rest of the story. Even though the head is ordinarily written largely from the lead, there are obvious risks in writing it from the lead alone, without study of the story as a whole.

A Few Rules

There are a lot of headline-writing rules, but they are not always the same on all newspapers, and

newspapers differ in their enforcement of the rules. Some are simple style rules. Some are idiosyncrasies of particular newsrooms (the private world of spelling long adhered to by the McCormick-Patterson papers comes to mind—spelling *freight* as *frate* was not optional, in text or headline). The rules that interest us here are those that translate good communication into professional performance. For example:

Tell the story's essentials. Headlines are usually based on the lead. This is not a rule—just logic. With few exceptions—the feature story with a delayed punch line, for example—the lead of a straight news story summarizes the essential facts. So must the head. The head writer usually finds the best headline material right at the top of the story. If it's not there, the story should go back for a rewrite.

The parts of the lead that lend themselves best to headline treatment are those that *tell the main aspect of the story most fully*. To recognize the main aspect of the story requires that the editor understand the story, which often requires knowing its background. No other part of the job requires more insistently that editors read the news—systematically, habitually and with understanding.

Even with a less than encyclopedic grasp of the story, the editor ferrets out the essentials and examines the lead from the standpoint of structure: What verb carries the freight? What is the kernel of news that that verb advances? This helps to strip the lead of non-essentials. When the sentence is complex, the editor seeks out the verb of the *independent* clause. Even after returning from a newsless northwoods fishing trip, the veteran can find the heart of a story in the lead by examining its structure.

Second-day stories in particular often require editors to determine their essentials. They are not the same as first-day stories, even if they do deal with the same event. "Two men held up a Sixth National Bank messenger today and . . ." is a first-day story. "Police said today they will question two suspects in last night's daring holdup . . ." is clearly a second-day story. But obvious as the need for this rule may appear, beginning head writers often fail to isolate the part of the story that is new. They will put a head on the second-day story that goes like this:

Two men hold up
bank messenger

when today's story is quite different:

Two men face quiz
after holdup here

The first headline is a fraud on the reader, who cannot even be sure from it whether a new holdup has been committed.

The story's essentials are not necessarily its bare facts. Frequently it is the *angle* that turns the routine event into news. Divorces provide an almost daily example. The fact might be:

Wife Divorces
Henry X. Jones

—a fact of passing interest. The story in the case usually lies in the reasons for the divorce:

Wife Divorces Dentist
for 'Drill-Like' Snore

Inability of beginners to grasp the feature twist of the story has driven more than one exasperated news editor to write *Editor & Publisher* about it. One unhappy copy-desk chief told of the treatment accorded this story:

Two girls, 15 and 16 years old, were arrested in a local department store Saturday for shoplifting. One of them was the daughter of a minister.

Among the loot was a Bible . . .

The tyro editor, perhaps having just found out that his job wasn't as complicated as he'd thought it might be, wrote:

Girls apprehended
for shoplifting

The boss could hardly be blamed for preferring:

**Minister's daughter
caught stealing Bible**

The process of stripping the story down to its essentials can be illustrated with this typical story:

The Federal Power Commission has authorized the Northern Natural Gas Co., which serves this city and some 200 others in five states, to put into effect a \$5.2 million rate increase for wholesale natural gas.

The rate increase, which is approximately 3½ cents per thousand cubic feet, is made retroactive to April 27. . . .

What is the headline material here? "Federal Power Commission" is long for headline purposes but can be stripped down to "FPC." However, it may not be necessary to say who authorized the price rise. "Northern Natural Gas Co." is long, too, but can be switched to the generic "Natural Gas Firm" or even "Gas Firm." The details about the extent of the firm's territory are sound lead material, but strictly a detail as far as the head is concerned. It takes a lot of space to say "\$5.2 million rate increase," too, but the precise extent of the increase is not necessarily required. It is "rate increase" that is essential here. "Wholesale natural gas" is a detail that might add to the head's meaning. The item "3½ cents per thousand cubic feet" is another expression of the extent of the increase; if space permits, it could help give depth to the head, even though it is complicated by the fact that it is a wholesale figure. The "retroactive" angle is clearly a detail.

Here are the essentials, then: "Natural Gas Firm," "Rate Increase," plus a verb. Depending on the count, these materials could be assembled around an active verb:

Natural Gas Firm
Wins Rate Increase

or a passive verb:

Natural Gas Firm
Granted Rate Hike

Being more specific than that presents difficulties.

Gas Firm Granted
3½-Cent Rate Hike

specifies the extent of the increase but makes the subject ambiguous; "Gas Firm" might mean a firm making or selling gasoline.

When the head consists of more than one deck, the first deck is handled as if it were the only one. Then the second deck is used to broaden the meaning expressed in the first. This may mean simply telling the next most important details or it may mean filling out a point touched on in the top deck. The same examination that ferreted out the essentials for the top deck should serve also to find the best details for the second deck:

Natural Gas Firm Wins Rate Increase

**FPC Grants Northern
3½ Cents Wholesale**

Here specific detail fills out two facts presented in general terms at the top. "FPC" answers the question, "Who granted the increase?" "Northern" answers the question, "What natural gas firm?" One new piece of information is provided, too—the extent of the increase. It is not essential, comparatively speaking, to the top deck, and it needs room to be qualified properly ("Wholesale").

Get the facts straight. Getting at the heart of the story isn't often as simple as in the examples cited above. Complex news of public affairs, for instance, keeps head writers on their toes trying to find ways of telling it in restricted space and understandable terms. The problem will be discussed more fully in the next chapter, but a few examples of inadequate grasp of the essentials of the story follow.

The editor who wrote this head understood the lead, probably, but had forgotten or failed to note a detail farther down in the story:

Woman Dies in 16-Story Fall from Medical Arts Building

A 53-year-old woman leaped or fell to death from a window between the 16th and 17th floors of the Medical Arts Building, Ninth Street and Nicollet Avenue, Saturday afternoon.

On the basis of the lead alone, the head seems plausible enough. But paragraph 3 added this fact: "The body struck the roof of the second floor on an inner court . . ." That means, of course, that it was not a sixteen-story fall.

Sometimes the person on the rim simply reads the story so hastily that a truly essential fact is ignored. A student wrote:

Jetliner
disappears
in mid-ocean

when the lead clearly showed that it was the navigator of the airliner who disappeared. Another wrote:

Assembly sends
'home rule' gas
bill to Senate

Here one vital word in the lead was missed: "repealer." The head was directly opposed to the facts.

But more often the trouble is less obvious than this: the editor simply fails to grasp the real significance of the story or perhaps fails to see that a seemingly minor qualification contains an important clue to its full meaning. A student wrote:

Democrats fight
portal pay suits

when closer reading would have shown that they had *promised* a fight to *modify pending legislation to outlaw* portal pay suits. Another careless beginner wrote:

President orders
railway strike
investigation

when the facts were that the president had called an investigation of a jurisdictional *dispute* (there had been no strike) affecting employees of a railway-operated *ferry line*.

Another student wrote: *Telephone workers / set to strike April 7*, apparently confusing a strike vote with intention to strike. The story said that the workers

had filed a routine strike notice as a part of bargaining procedure.

Still another student wrote: *Senate ends / draft system*; when it should have been clear that the Senate alone had no such power.

But professionals show on the pages of our newspapers every day that they, too, not just students, can get in trouble with their facts. For example, one wrote: *Inmate Hanged/at State Prison*. So there was a public execution and it rated only page 37? No, the inmate was *found* hanging (and no official word had come as to whether he had hanged himself). It's just as easy to get it right:

Prison Inmate Found Hanged

Another wrote: *Council Votes to Cut / Rape Center Funding*. The story began:

It's been said that half a loaf is better than none.

So yesterday the Urban County Council unofficially gave the Rape Crisis Center half the "bread" needed to match a federal grant. By a vote of 8-6, . . .

So, you see, the council did not vote to cut the center's funding. On the contrary, the story indicated that it had reversed an earlier vote that denied any funds at all and voted instead to provide half the funding sought.

Council Votes 50% Rape Center Funding

Or, to match the light touch featured in the lead, it could have been:

Council Votes Half-Loaf of Rape Center 'Bread'

Some desks would not accept the bright lead for so earnest a story, however. Others disagree. (See New York News examples in Chapter 10.)

This is one of the most persistent problems of

headline writing. A thoroughly experienced editor wrote:

Senate passes fund bill that cuts Nixon expenses

But it didn't cut the president's expense budget—it gave him less than he asked. No problem: *Senate grants Nixon less than expenses he asked.*

Make the head make sense. A headline must say something meaningful to any reader who happens upon it, and, as we have said before, it must stand alone: it cannot depend on the story or a picture to make it make sense. "Jones Raps Smith" is a meaningless head, even if it is a truthful head. There are too many Smiths and too many Joneses.

One editor was given a nearly impossible task, so the slot must share the blame for this one. It called for three lines of 24-point Bodoni Bold over a story set on 8½ picas. That left a maximum count of 10½ to 11 units. What made it worse was the complexity of the story:

Bob Schmidt, president of the National Cable Television Association, called on cable television operators Monday to lobby in legislatures, Congress and before regulatory bodies.

Speaking at the annual spring meeting of the Kentucky CATV Association, Schmidt said the biggest effort in influence use concerns the pending Communications Consumer Reform Act, known as the Bell Bill.

The editor threw up his hands and wrote a hopeless head:

Schmidt Says Ban Bell Bill

Both Schmidt and the Bell Bill were known only to people in the TV industry; they were total unknowns to the general public. To make things worse, the unintentional alliteration added to the head's problems.

Another of those impossible headlines came out: *McPlayer / Gets Post*. But the news was not that McPlayer had been named secretary of commerce—that announcement was made several weeks ago. Again, even if the copy editor hadn't known that, the clues were plainly there: "Leffinton attorney Perry McPlayer says he *has accepted* Gov. Julian Cox's offer of the post of commerce secretary." So—*McPlayer / Takes Post*.

Get it right. The sort of thing that really drives news editors and managing editors up the wall is the head that the story shows is precisely wrong. It's an exasperating sort of blunder. For example (and this one was spread across the top of an inside page in 36-point Bodoni Bold):

Chinese Descended from Japanese Settlers, Study Shows

But the story said:

NEW YORK—Studies of ancient and modern teeth from Japan and China have led an American anthropologist to conclude that the Japanese people of today are descendants of a colony of Chinese people who sailed to Japan about 2,200 years ago and displaced a culturally more primitive people who had been living there for thousands of years.

You may be sure a note from someone higher up was found in that editor's in-basket next day after that gem!

Heads can be true but not true to the story: *Rudolf Hess' son urges / freedom for his father*. But the story was much less obvious and much more remarkable: *Hess' son willing to go / to jail in father's place*.

One copy editor wrote: *Senator wants new JFK death investigation*. The head was a full column short, so there was room to tell the real story: *Senators rebuff colleague's bid for probe of JFK's death*.

Often the problem results from using words that are more general than good sense requires. The exact word may fit as well as the inexact word.

White House
hints at ceiling
on oil spending

But the story referred not to the broad concept of spending but to the specific concept of imports. Substitute "imports" in the head above (it's one unit shorter anyway).

Strip-mine restrictions
face challenge in suit

There are many broad classes of surface-mining restrictions—safety, environmental and legal. The sole restriction in this story is what everyone in the Appalachian coal country knows as the "broad-form deed," which grants sub-surface rights to its holders and virtually no rights to landowners. A legislative effort to change it proposed placing restrictions on the broad-form deed:

Broad-form deed bill faces challenge in court

("Court" was preferred over "suit" because it is in court that challenges are "faced.")

Sometimes the use of a generic term masks the real facts of the story:

13% rate increase
is sought by utility

But the "utility" was the very one to which hundreds of customers for electricity in the paper's own territory pay their bills. To show how padded is the too-general head above, the specific facts could have been told in two-thirds the space it took *not* to tell them:

KU files for
13.6% boost

Too general, also, is this head (although misleading might be closer to the mark): *Federal pay raise / approved by House*. Federal pay raises are hohum to most readers. This one was one of a kind: devoted to upgrading pay at only the highest echelons of government: *House votes raise / for top officialdom*.

But the too-general head may do more than mislead—it may even falsify:

United Brands
Chairman Falls
To His Death

He fell, all right, but the story said he jumped.
Consider:

Sex Prohibitions
Sought by President

The story said the president was "considering asking Congress to include prohibitions against sex discrimination in federal programs where present law only forbids racial discrimination." This head is a disaster, of course. It tells us the president is considering various kinds of prohibitions on sex (never on Sunday?). And the story doesn't say he has sought these prohibitions—only that he is thinking about asking for them. (It was not a trivial matter: about 400 programs in 28 agencies granting federal aid totaling \$50 billion a year.) It's not an easy head to write but it could be: *Ford Considers Ban / on Federal Sex Bias*.

Overstatement is often the result of the search for the short and simple verb. When Congress approves a certain amount of money for a stated purpose in a certain county, that's what the county "will get"—right? No, such grants are maximums and they are usually granted subject to matching funds and other contingencies. The headline often reads like this one:

County to get \$2.7 million
as rent subsidies resume

Not so. But it's easy to fix: *County allotted \$2.7 million*. . . . It's only half a unit longer.

Another:

County approves
design changes
for juvenile court

The story said only that the county judge (the head of county government in some states) personally favored the design changes. The county "approves" such changes by a vote of the fiscal court, presided over by the judge, who has only one vote. So there

are two problems here. The judge is not the county; and "approves of" is not the same as "approves." The first line could fix it all: *Judge endorses.*

There are many other words with gradations of meaning from specific to general. This startling headline was caught before it ran in some editions:

Cost of Justice

Joanne Little's lawyer says her acquittal was purchased

An open admission of bribery! Not quite. Her attorney was musing about the high "cost of justice," pointing out that Mrs. Little's defense cost \$325,000. No bribes. The solution here is a remarkably simple one: *her acquittal was 'purchased.'* It lets the reader know we don't really mean bribery.

Overstating is more often a problem than overgeneralizing, however. Carefully qualified statements in the story lose their qualifications in the head—there doesn't seem to be room for them.

Do-nothing Congress
irks U.S. energy chief

was placed over a story that said the president's chief energy spokesman was criticizing Democrats in Congress for their failure to act promptly on limiting oil imports. That's hard to cover in two lines of 20 units or so. Putting quotes around "Do-nothing Congress" won't help because Congress as a whole was not the reference. The solution may have to be to say less, less colorfully:

Energy chief goads Democrats to act

Another tough one: *Iran would / fill Israeli / oil needs.* The statement was that Iran "seemed to assure Israel that it could count on additional Iranian oil supplies if it returned captured Egyptian oil fields..." The "would" in the head is meant to convey unstated qualifications. But it understates them. It could help to change "would" to "might"—a stronger suggestion of qualification. Or it could emphasize the qualification without stating it:

Iranians might send some oil to Israelis—if

Another nice head that is insufficiently qualified:

Ehrlichman turns on Nixon,
says ex-president used him
to conceal role in cover-up

The problem was that the whole story is based not on what Ehrlichman said but on what his attorney said in his behalf. It may mean that Ehrlichman has turned against his former boss, but there are no grounds in the story for saying that these are things he said.

Better:

Nixon 'used' Ehrlichman 'to save his own neck' in cover-up, lawyer says

It's a better head as well as a truer head.

Put the key facts at the top. It is not enough to say that the top deck must tell the whole story. The top of the top deck should be reserved for the most important parts of the story.

Not—

For U.S. families
buying power falls

—but *Buying power falls* for U.S. families.

Normal sentence structure will not necessarily put the key facts at the beginning. A headline might logically say:

Police Say
Petty Crimes
in City Mount

Better headline construction would be:

Petty Crimes in City Mount, Police Report

This puts the emphasis where it belongs. As we shall see, it is essential to get the attribution into the top deck of the headline. But in cases like this, the attribution is by no means the news and therefore doesn't need to go first. It is sound, however, to put the attribution right at the top when the attribution has everything to do with the story itself. Note the effect of its position in this case:

Moscow Radio Says
German Youth Killed
at West-Zone Rally

German Youth Killed
at West-Zone Rally,
Moscow Radio Says

The headline over a straight news story is usually based on the lead, but there are times when head writers are justified in taking more leeway. When they do so, they must take pains to see that they do not go beyond the story. But the lead paragraph itself, for good reasons, may be lacking in breadth; the larger story may be buried in the specific details. The story below, for example, was written with great care because of the scattered and cautious nature of the facts. It was a second-day story; the opposition had had most of the details in the previous news cycle.

BELGRADE. Yugoslavia—(XP)—Albanian refugees based in Italy are being parachuted into combat against the Soviet-backed Albanian government, Premier Marshal Tito's official newspaper said Saturday.

From abroad came reports, unconfirmed here, that Soviet Russia has sent both jet planes and fresh men to her isolated satellite.

Denouncing "Albanian feudalists and other hotheads" for actions it said might touch off the Balkan powder keg, Tito's newspaper, *Borba*, declared "armed groups are being parachuted into Albania and they are fighting there."

Yugoslav sources in London declared . . .

It is clear the story hadn't firmed up much, even in the second cycle. It is heavily overlaid with careful attribution, for good reasons. The problem in the head is to step back from the accumulation of

careful detail and try to tell the larger story. One editor did it this way:

Kremlin Hand Seen in Albanian Fighting

*Tito Says Refugees Flown from Italy
Could Give Russia Excuse to Attack*

Marshal the facts in sentence form. The point has already been made that headlines are skeletonized sentences. That means largely dropping out articles, sometimes substituting a comma for *and*, and doing without non-essential modifiers, including personal pronouns. But skeletonizing does not mean merely assembling vaguely related words. Headlines are written in sentence form—and *each deck of the head must be a separate sentence.*

Each headline sentence must contain a verb; it is rarely permissible to do without one. But even though the story is written in the past tense, headlines traditionally use the present tense, with corresponding shifts in related tenses.

It is not automatic, however, that all past-tense verbs become present-tense verbs in the headline. For example:

Stillmaker Eludes Revenuers
Three Decades Before Capture

The story said: "It took revenuers more than three decades to catch Casey Jones, the king of the moonshine whiskey stillmakers 'between the rivers.' Before he was arrested and jailed 20 years ago . . ."

No, *Stillmaker Eluded Revenuers*. Past tense in reference to completed action occurring *within the news cycle* is what changes to present tense in the headline.

Hijackers in France;
Negotiations Begun

It's awkward—and it's wrong. The sense is that the negotiations *have begun*. That would be correct but cumbersome. It should be *Negotiations Begin*. (They *began* within the current news cycle.)

Woman reports she is robbed
by man posing as inspector

No, she reports she *was* robbed. Just as the first verb governs the second in the story (she reported having been robbed), the same holds for the head: *Woman reports she was robbed* . . . The same applies to:

Woman reports man steals her car

No, *Woman reports man stole her car*.

Because verbs in English so often use the same verb form in different usages, editors must be careful that the head cannot be read in more than one way. Consider the verb *to warn*. Its past-tense, active-voice form is *warned*, but so is its past-tense, passive-voice form:

Impostor possibly had Oswald's papers, Hoover warned

What does it mean? That the late FBI director warned (someone) of this situation? Or that he was warned (by someone else)? There is no way to be sure from this headline. In this case the story said Hoover had issued the warning.

Appraisers indicted in Nixon tax case
warned against trying to defraud IRS

Were they warned at the time or did they warn Nixon, perhaps? As it happened, they were warned.

Headlines must not only be constructed in (skel-tonized) sentences, they must be grammatical sentences.

Luvisi and McHugh play
beautifully, but too safe

Whether in the story or in the headline, they played *too safely*. The word modifies the verb *to play*, and must therefore take the adverbial form.

Rains force roads to close,
few families to evacuate

Another disaster. (1) The rains didn't force the roads

to close; the authorities were forced to close the roads because of the rain. (2) The rains didn't force a few families to evacuate. Given the comma after "close," the first verb in this sentence governs the second. *Rains force families to evacuate*—yes, if true. But that brings us to (3). Is it the sense that a few families plan to evacuate or that remarkably few do? The story said "only a few." So: *Rains force road closings / yet few families leave*.

Redundancies in headlines are not more serious than in text, only more conspicuous:

Mrs. King Swope, widow
of late congressman, dies

Wife of the late congressman she was, widow of the congressman, she was—but widow of the late congressman? A classic redundancy.

Who and When Will Prince Charles Wed?

It didn't help that this was a line of 48-point type across a section front page! It's *whom* in the story and *whom* in the head. Awkward? Then change it around: *Whom Will Prince Charles Wed—And When?*

Panel leader says governor
backs its mine-safety plans

What is the antecedent of *its*? Should it be *his*? But would that mean the panel leader's plans or the governor's plans? The head writer in this case wanted to convey the idea that it was the panel's plans that were being supported. But a pronoun cannot have an adjective as its antecedent. The same problem is seen in:

New York mayor urges
Democrats to pick
it as convention site

Here, plainly, *it* is meant to have New York as its antecedent; but it's wrong, even though a careful reader might be able to figure out what it means.

Another source of problems with headline grammar relates to another peculiarity of the English

language: two of its most frequently used verbs, *to be* and *to have*, have some forms in common—and to make matters worse they are also used as auxiliaries in the formation of tenses of other verbs.

Official says CIA, FBI
may have destroyed files

Read straight out, this head appears to be unambiguous and grammatically correct. Yes, they *may have* destroyed those files. But that is not the sense of it. The head writer meant to tell us that the official has said the CIA and the FBI *may have* (in their possession) files presumed to have been destroyed. *Official says CIA, FBI may hold 'destroyed' files.*

Each sentence must contain a subject. Some desks allow frequent use of a subject that is understood, even though the reader must get into the story to fill in the gap. For example:

Objects to Use of Highway Fund

Sen. Clem Appleseed of Rockville told the Senate today that he would fight the use of . . .

Other desks avoid this structure, even to the point of outlawing it altogether. Their point is that the head is meaningless without a subject. But some allow the top deck to start with the verb, provided the second deck fills in the missing subject:

Objects to Use Of Highway Fund

*Sen. Appleseed Vows
One-Man Fight*

Some desks require that the top deck contain a subject but allow the second deck to do without one, provided that its understood subject is identical with the top-deck subject.

Appleseed Vows One-Man Battle

*Objects to Tapping
Highway Fund*

The simple sentence is the most commonly used headline structure and is probably best. Space limits do not often allow room for much more than the usual subject-predicate arrangement. However, other structures are by no means taboo. The skilled head writer often chooses a more complex form deliberately. The compound sentence, for instance, helps point up contrasts:

Council Kills Zoning Plan but Its Ghost Still Walks

The complex sentence allows special angles to come into focus:

Loser on Red China Issue, Russia Stays in UN to Attack U.S.

Sentence form is the unique contribution of American newspaper to headlines. It has been exported to much of the Western world, especially Canada, Latin America and Western Europe. British papers still largely use label heads.

Build the head around a strong verb. Beginners often find it a powerful temptation to dispense with the verb. They begin showing progress when they use not just verbs but strong verbs as the fulcrum of the entire headline. Good head writers choose vigorous, active, positive, colorful verbs. They know that the ideas in the headline are propelled by the verb. All headline words, even the little ones, are selected with care, but the verb is the key. A rich vocabulary and an ear for words is invaluable.

There are no handy lists of verbs that have punch. But two verbs—*to be* and *to have*—all but totally lack force. Note the colorlessness of these examples:

Exchange Club
Has Meeting

Extown Man Is
New Commander
of State Vets

Presumably, when the reader picks up the paper, the question is "What has happened?" not "How are things?" In general, the head writer prefers to answer the action question with *action* verbs rather than *state-of-being* verbs. *Phone Workers Want Verdict / on State Anti-Strike Law* is better written: *Phone Workers Ask Verdict / on State Anti-Strike Law*. To *ask* is to take an affirmative action; *want* describes only a state of being. It is not necessarily news that the telephone workers *want* a verdict. The implication is that they now want it, they have wanted it, and they'll probably go on wanting it. When they *ask* for a verdict, they take an *action* that is part of the day's news.

Generally speaking, headlines demand the active, rather than the passive, voice. This is by no means a rule, however, and the beginner can go astray by trying to force an active construction on an essentially passive situation. For instance, do not hesitate to write: *Jones Elected Mayor*. That's the passive construction. In the active voice it could be said: *Voters Choose Jones as Mayor*. But nothing has been gained by it except awkwardness, while precious space has been lost. Hence, it is preferable not to have hard-and-fast rules about voice. Arbitrary rules in general inhibit good headlines. The happy desk has relatively few rules and depends essentially on the imagination of skilled editors.

It is interesting to note that two common headline injunctions often conflict with each other. Desks that do not allow heads that begin with a verb and have no subject cannot enforce a rule against the passive voice. The best reason for doing without the subject is that the subject itself does not contribute in a major way to the telling of the story:

Slaps Wife, Gets 30 Days

This head tells the story no matter who did the slapping, provided, of course, that he was not a minister, a prize fighter or a cabinet officer. Supplying a subject adds nothing:

Man Slaps Wife, Gets 30 Days

It is even a little silly, since presumably the spouse of the wife is bound to be a man. It doesn't help,

either, to supply a name—Jones, for instance—if it is unknown to the public at large. But if a desk requires a subject, the economical way to tell the story is to turn it around into the passive voice, so that the person important to the headline becomes the subject:

Wife Slapped . . .

It was noted above that *is* and *are* appear not only as forms of the verb *to be* but also as auxiliaries. In this head—

Price Rise Is Cited
at Hearing on Housing

—*is* appears not as a form of the verb *to be* but as an auxiliary in a form of the verb *to cite*. In this case—

Price Rise Puts
Pinch on Workers
Is Complaint

—the *is* appears as a form of the verb *to be*. But in either case, most head writers prefer to do without the *is* altogether. Some desks taboo its use; others counsel head writers to avoid it. Most desks show no enthusiasm for the use of *is* in this sense:

Hospital Here
Needs 20 More
Rooms Is View

But they usually abhor the substitution of a comma for the *is* in this context even more:

Hospital Here
Needs 20 More
Rooms, View

Some desks simply allow the *is* to be dropped—

20 More Rooms
Is Minimum Need
at Hospital

20 More Rooms
Minimum Need
at Hospital

—but most editors dislike both practices. They prefer to switch to another verb:

20 More Rooms
Called Minimum
Hospital Need

On papers with a difficult head schedule from the standpoint of count, editors are often allowed to pad heads with *is* and *are* when they are not strictly needed.

Don't repeat words; don't use two forms of the same word. Headline practice from coast to coast is virtually universal on this point; a key word—a word prominent enough to be noticed in reading—can be used only once in any form in a given head.

Two-Alarm Fire Razes Garage

*Two Firemen Injured
Fighting Night Fire
at Pyramid Garage*

This headline is adequate in every respect except for repetition of words: *two* twice, *garage* twice, *fire* three times.

The no-repeat rule applies to all units of the headline. A word appearing in the banner may not be repeated at any point in a series of decks, not even the last.

Different forms of the same word are the same for purposes of the rule.

Mistrial declared
in Mandel trial

It's annoying, and there's no need for it. *Mistrial Declared / In Mandel Case*. The count is the same.

As we shall see in Chapter 10, even this rule has its exceptions. In feature heads particularly, words or sounds are sometimes deliberately repeated to produce special effects. And the rule is usually less rigidly applied to prepositions and other

connector words. Repetitions of minor words may be well spaced but not stacked:

Senators to fight
to keep price lid

And, of course, the rule does not affect:

Crowd Shouts: 'No, No'

Head writers also avoid unconscious alliteration:

Churches Join Hands
in Peace Prayer Pact

But alliteration may be used deliberately in feature heads to produce an arresting effect.

Avoid structural repetition. This rule is neither universal nor as inflexible as the word-repetition rule. However, most competent desk editors try to avoid putting two decks of the head in precisely the same sentence structure:

Governor calls
special session

Legislators start
trek to capital

This one is not too serious, and it is hard to avoid. Some structural repetitions, however, are more conspicuous:

Baptists to Hold
Hour of Prayer

Pastor to Give
Main Address

Use the second deck for new material. The temptation for the beginner is simply to say the same thing over again in different words:

Students protest
increase in fees

Complaints heard at UW
about boost in tuition —

The only new information in the second deck is the locale of the story.

Tell the story in specific terms. The head writer may be tempted to write:

Auto Crash (10½)
Proves Fatal (12)

but soon learns that a lot more can be said in the same space:

2 Die as Car (12½)
Strikes Tree (12)

However, the specific way is not invariably the best way. There are times when the head writer can deliberately step back from the details and find better headline material by using a more general approach. As we shall see in the next chapter, this technique is more likely to be effective when the story does not involve events (as in the present examples) so much as conditions and trends.

Make line and thought break together. Headline space limits put a hardship on copy editors but they should not forget that they also can be a strain on readers. Consider the hasty reader who encounters this headline:

Views differ
on state fair
trade statute

It happens that the reader, having nothing to trade at the state fair, skips on to something else, and thus misses this story:

The head of the state's Antitrust Division and representatives of 11 trade organizations differed today on whether the state fair trade law causes higher prices.

This is a dramatic example of the effect of juxtaposed words. The headline writer has this idea to convey—

State Fair Trade Statute

—and has to convey it in a headline with a line-count maximum of 12 units. The idea has to be broken somewhere. Let's look at various possibilities.

As it happened, the editor chose the worst possible break:

... State Fair
Trade Statute

"State Fair" by itself is a meaningful combination for most readers. It's part of almost everyone's experience, whether at firsthand or vicariously. Having mentally treated this combination as a unit, the reader is hopelessly lost. Only with careful retracing can the intended meaning be picked up. But that won't do. Heads must convey instant meaning.

Another version:

... State
Fair Trade
Statute ...

But here the phrase is in an awkward position. If the head writer understands that there is no need to cling to the original words, better solutions may result:

Fair Trade
Law Debated

or:

Fair Trade
Statute Called
Inflationary

Another example of a bad break:

Bare Plan for
City Spring
Cleanup Drive

So they're going to clean up the city spring?

These examples should make it plain why head writers watch their line breaks carefully. The arrangement of words from line to line has far-reach-

ing influence on conveying the gist of the story. Where the standards are highest, the question gets close attention. Even some well-edited papers err on occasion in this respect, but head writers who disregard this rule sooner or later hear about it. The resident curmudgeon on one such desk deplored these heads (and rightly so):

Soviet government halts heavy official
repression campaign against dissidents

Helms denies CIA
spying authorized

The first head has lots of room to turn things around. For example: *Heavy official repression campaign/against dissidents halted by Kremlin.*

In both heads, however, a problem remains, that of stacked modifiers, a subject treated in Chapter 5 in relation to text. The ultimate stack might be "heavy official anti-dissident repression campaign," adding insult to injury—four modifiers for one noun v. three, which was bad enough. But note that the solution suggested above is a short line. There is room to correct this problem, as follows: *Heavy official campaign of repression/against dissidents halted by Kremlin.*

And the second head above can be corrected, too, despite a tight count:

CIA head denies
he okayed spying

Many other desks are less careful. On some, especially those where less time can be spent on headlines, line breaks get attention in direct ratio to the conspicuousness of the heads: perfection is required in the top decks of top-of-Page-One stories, but that's all. Even on some desks with high standards, secondary decks are not expected to break perfectly and some even allow second-deck words to be divided between lines.

The line-break rule is the toughest one for beginners. With all the other strains on their facility with language that headlines require, breaking lines correctly sometimes seems to be asking too much. Probably it isn't as hard as it seems even to begin

with, though, and certainly it becomes easier with practice. But until habits jell, some guidelines are necessary. Here are some "don't's":

1. *Don't break a line inside a verb.* Verbs, even headline verbs, often consist of more than one word. When they do, keep them on one line. Don't say: *Legislature Is / Expecting to / Adjourn Today.* Make it read: *Special Session / Is Winding Down / to Adjournment.*
2. *Don't break off a modifier.* Whether it's an adjective-noun, adverb-adjective, or adverb-verb combination, the modifier should not be separated by a line break from the word it modifies. Don't say:

Start John Doe
Probe in Local
'Morals Case'

Here we have two examples: "John Doe" modifies "Probe," and "Local" is inseparable from "Morals Case." Say instead:

John Doe Probe
in Morals Case
Launched Here

3. *Don't break a preposition away from the phrase it introduces.*

New Hike in
Fees Causes
Student Beef

can be made to read:

Fee Increase
Brings Protest
from Students

This rule is sometimes stated: "Don't end a line with a preposition." But when prepositions are united by use with verbs, the rule breaks down. Note the logic of the position of the word "on" in this headline:

Racers Push On
in Blinding Snow

The rule for prepositional phrases also applies to adverbial clauses.

Enemy Halted After
Scoring Brief Gain

Most head writers would prefer:

Enemy Stopped Cold
After Brief Advance

When using any of these rules, it is the judgment shown in making exceptions to the rule, not the rule itself, that counts. Many editors, for example, would not object to this head—

Stock Exchange
Prices Fall Off

—despite the fact that “Stock Exchange” modifies “Prices” in this context. The trick is to use the rules to help find good combinations of words.

Punctuating the Headline

Punctuation anywhere in the newspaper requires careful attention. But in the headline it deserves and gets special care, for within the skeletonized form of the headline it must carry a far greater share of the job of conveying meaning. Headline punctuation is simple and logical. Since headlines are built in sentences, *they are in general punctuated like sentences.*

Commas. Just as in other sentences, the comma has the following uses. It separates dependent and independent clauses:

Though Signatures Are Questioned,
More Petitioners Say They Signed

It marks off appositives:

John Jones, 78,
Dies Suddenly

It sets off phrases in special circumstances:

In Eastern Iowa,
Toll Rises to 10

But it has one special use in headlines that is unlike its use in other sentences: it is often substituted for *and*:

County Official
Tortured, Shot

Some desks prefer the tighter effect that this substitution produces; others rule it out; still others allow the head writer to use either, depending on which yields the better head.

The comma does not substitute for any other part of speech. In particular, it should not be used in place of a verb:

Legislature Nears
Adjournment, View

It should not be used in place of a preposition:

John K. Jones
Dies, Detroit

Omission or misplacement of a comma can cause confusion anywhere. A classic example of the misplaced comma in the headline is this:

NAM favors labor,
blasts tax cut bill

Readers familiar with the viewpoint of the National Association of Manufacturers considered this news indeed—until they figured out the misplaced comma. The head was intended to read:

NAM favors, labor
blasts tax cut bill

Periods. Periods are used in headlines in all the usual ways except one: they are not used to indicate the end of a sentence. Sentence breaks are indicated

with *semicolons* instead, not unlike their customary use in sentences to separate independent clauses:

Gladiolus show opens;
thousands visit exhibits

Dashes. Dashes are used on some newspapers to separate independent clauses in subsidiary decks, although usually not in the top deck:

Declares Delay Might Hamper
President—Training Bill
Up in Senate Today

Some less careful desks allow the dash to substitute for an attributing phrase such as *says*:

The worst is yet
to come—Agnew

The dash also can be handy in creating special effects:

Five years ago city
went wild, but now—

Weather outlook
brighter—now

Quotation Marks. Most headlines use single quotation marks rather than double ones, but they are used grammatically much as they are in other sentences. They set off words and passages that are directly quoted and have some special piquancy:

Europe at 'Crisis',
General Testifies

They are also used occasionally to indicate that a word is being used in some special way:

Three More Jailed
in Basketball 'Fix'

And sometimes they are used legitimately to express irony:

Child movie fan
'shoots up' store

'Dead' man calls up,
calls off own funeral

(Notice the deliberate use of repetition here.)

But the ironic use of quotation marks is fraught with potential danger: they can color the news. Except in an occasional feature head, they are best not used at all.

Quotation marks are sometimes used in an effort to make a dangerous headline libel-proof:

Pregnant woman
is deliberately
struck by truck

Pregnant woman
is 'deliberately'
struck by truck

Quotes may make the second head seem more objective than the first by implying that the deliberateness of the act is not proved, only alleged, but it is doubtful whether that would provide much protection in a libel action. (Worse still, trucks cannot act with deliberation, only drivers can.)

Apostrophes. Here too, apostrophes are used in the usual ways: to show possessive case and to denote contractions, for instance. The latter is a convenient space-saving device. Many desks allow contractions in headlines that would not be allowed elsewhere. Names beginning with *Mc-* or *Mac-*, for instance, may be shortened with an apostrophe (*M'Carthy*, *M'Arthur*), but, like other headline license, this is subject to abuse. Most desks frown on its use in shortening words in general, as in *M'kee* for *Milwaukee*.

It is well to avoid stacking apostrophes with other punctuation. The apostrophe with quotation marks, especially, can be confusing:

Players' "Goodbye, My Fancy"
Starts Tonight in Union Theater

And misplaced apostrophes can be just as obvious as misplaced commas:

High Point
Graduates
Class of '89

Hyphens. Desks are not unanimous about the use of the hyphen. But its presence or absence can make a lot of difference in a headline. Take, for example,

Sheep Killing Dogs
in Roberts County

Now that's interesting; it's usually the other way around. And so it was in this story. The head writer meant:

Sheep-Killing Dogs
in Roberts County

But of course this is a label head. It could read:

Sheep-Killer Dogs
Plaguing Farmers

The hyphen can be especially useful in headlines in linking together two words that modify a third, helping to determine how to read the combination. Compare *Across Table Talks/with Russia Urged* with *Across-Table Talks/with Russia Urged*.

Colons. Colons, too, have special usefulness in the headline. A colon can help save space by allowing the antecedent in a sentence to be shifted into an introductory position. For instance, the head writer wants to say:

'Be There with the Mostest' Men
Is Red Secret

Try and try again, this is too long. So with the help of a colon, the lead is shifted around to say:

Reds' Secret: 'Be There
with the Mostest' Men

Some desks allow the colon to be used in attribution, as others use the dash:

Agnew: The end
is not in sight

Usually, the colon is used when the name of the author of the statement leads off, and the dash is used when it appears at the end. (*The end is not/in sight—Agnew.*) Some careful desks allow neither.

Question marks. Sometimes, the question mark has a special use in headlines, too, usually in feature heads:

Annie Oakley? She Had
Nothing on This Coed!

Exclamation points. There is rarely a place for exclamation points in headlines. They are no longer used to give an end-of-the-world emphasis to big stories. Most newspapers prefer to express the magnitude of the story in type size. The exclamation point has an occasional use in feature heads, as shown in the example just above.

Headline Capitalization

One of the few significant changes in headline style in very recent years has been capitalization. Before about 1970, nearly every U.S. newspaper capitalized headlines in the manner of titles. Usually that meant capitalizing every word except prepositions and conjunctions (and occasionally verb auxiliaries). Sometimes it meant capitalizing every word; sometimes it meant capitalizing the first word in every line, even when it was a preposition, and so on. It was a matter of the newspaper's own style.

But in the early 1970s, newspapers began capitalizing headlines in the manner of sentences, albeit still skeletonized sentences. This meant capitalizing the first word of each head (or deck or overline) and all proper nouns and certain abbreviations but not capitalizing anything else. The new system,

incidentally, also made it easier to write short-count heads.

It is still a style matter. The *New York Times* did not change its ways. (It still even uses some all-cap headlines.) Neither did the *Wall Street Journal*, the *Miami Herald*, the *Charlotte Observer*, the *Kansas City Star*, the *New York Daily News*, the *Chicago Tribune*, the *Los Angeles Times*, and others. But the *Christian Science Monitor*, the *Baltimore Sun*, the *Philadelphia Inquirer*, the *Cincinnati Post*, the *Louisville Courier-Journal* and *Louisville Times*, the *Dallas Morning News*, the *Dallas Times-Herald*, and the *Philadelphia Evening Bulletin*, among many others, went the new way. If there is any pattern here, it is elusive: Conservative-modern? Tabloid-full size? North-South? East-West? Morning-evening? The trend does not conform to any discernible pattern.

There are a few special considerations where headline capitalization is concerned. Schedules calling for all-cap heads use lowercase letters occasionally: MacARTHUR, LaCROSSE, DiMAGGIO, for instance. In Chinese given names, the word after the hyphen is not capitalized (Chou En-lai, Mao Tse-tung), but Korean given names are capitalized, whether arranged traditionally with surname preceding given name (Park Chung Hee), or as in Westernized versions, with the order reversed (Chung Hee Park). Whether *government* is capitalized (or Congress, Supreme Court, and so on) is a style matter among those papers that minimize headline capitalization: the headline style is the same as that found in the style book for text.

Subheads

Another minor typographical trend these days appears to be the gradual elimination of subheads. Subheads are not subsidiary headlines; they are not in fact headlines at all, even though they are usually written in headline form. They are actually typographical devices inserted in the body of the text primarily to break up large masses of straight matter (text) and are one of the numerous devices used for this purpose. It has seemed to me that gradual changes in typical Page-One makeup have tended to

make subheads superfluous, but that's only an impression. For example, subheads are more conspicuous and perhaps less needed when wide columns are used, and when they are made up in modular form (see Chapter 15).

In any case, subheads and any other typographical devices are determined as a matter of local style. Some papers boldface the first few words in a paragraph in all caps. Some use two-line flush-left subheads in exceptionally long stories, sticking to one line in shorter stories. Some use larger type for subheads than text. Whereas the subhead has been set traditionally in boldface type and usually in the same size as the body type, some papers are using italics now instead. In the new technology, both italic and boldface variants of all typefaces are usually available to editors, and new ways are being found to use both in creative, but readable ways. Before the new technology came along, most newspapers had to choose either italics or boldface as a variant of roman body types because, as we have seen, there was room for only two letters on each matrix used in line-casting machines.

Jump Heads

Whenever a story *jumps* from one page to another (the more elegant term is *continues*, of course, but that term is rarely heard in newsrooms), each newspaper has prescribed its own solution to the problem of telling readers where to find the continuation. Such solutions usually provide a *jump head* of some sort, plus a continuation line at the point of the jump and at the point where the text continues. The devices used to accomplish this are standardized on each paper (and, again, as a matter of style), but they vary widely from one newspaper to another. Usually, however, they consist of a *key word* or words to catch the eye and directions to the jump that include page number, column, and, more often than not, section.

For many years the fashion was to make all jump heads full headlines. Then another solution was adopted widely: jump heads were merely labels. There appears to be a trend now back toward full-

scale headlines, and the reasons may include both makeup considerations and automation.

In terms of makeup, a jump page carrying mostly one-column label heads is a dull page. So it is often decided, when jump heads are only key words, to eschew a jump page and assign the jumps to subordinate positions on a number of pages, preferably in the same section as the page where the story starts. Jumps that carry over from section to section are a real nuisance to readers. Some papers carry all jumps to the back page of the section in which the story originates, usually from the first page of the section to the last. For readers this is the most convenient arrangement of all.

When actual headlines are used, the size of the jump head is not determined solely by the importance of the story. More often, it is the length of the carryover that determines size. A story with a single-column head on the front page may be assigned a

multiple-column head if the jump is very long; if short, it may be assigned a smaller head than the one on the front page.

The size of the head may, in fact, not be determined in advance. The slot person may be told to write two or more jump heads, so the person who makes up the inside pages will have some flexibility. This is where automation comes in. The slot may tell the rim to set two or three or more heads for the story so that the makeup editor can choose the one best suited to the task. It's better to write variants on the head while it is on the screen and fresh in memory than to have to rush out substitute jump heads at the last minute.

The important thing, of course, is to assist readers to find the continuation as effortlessly as possible. A secondary consideration is to design the continuation system in a way that facilitates good inside-page makeup (see Chapter 16).

HEADLINE WRITING

Write headlines for the following stories using assignments given to you by your instructor.

1-18r-2
BLOUNTSTOWN, Fla. (AP)

— A babysitter was arrested and charged with murder in the deaths of two of five children who died while in her care, Calhoun County Sheriff W.G. Smith said today.

Strangulation was the cause of death in both cases, State Attorney Jim Appleman said at a news conference today.

Christine Falling was charged with two counts of first-degree murder, Smith said.

The victims, both of Blountstown, were 2-month-old Travis Coleman, who died July 3, and Cassidy "Muffy" Johnson, who died in February 1980, Appleman said.

2-30r-2
VATICAN CITY — Pope John Paul II reiterated his stand against artificial birth control today at a meeting with leaders of the Worldwide Council on Women.

The pope met with seven leaders of the council for more than 45 minutes at the Vatican. The meeting was called to discuss problems women face and what the Catholic Church could do to help.

The leadership group reportedly asked the pope to reconsider the church's stand on artificial birth control, but if such a request was made, it was not heeded.

"The church remains opposed to forms of birth control which inhibit the natural processes," the pope said through a spokesman.

town are waiting for someone to fork over their bail.

The Kingfisher County sheriff's office is trying to find out who owns two mother goats and two kids captured as they tried to butt their reflections in storefront windows in downtown Kingfisher early Monday.

The animals were held in an antique jail cell in a city park Monday and later were taken to the animal shelter, where they are to be kept until claimed.

NEW YORK (AP) — A construction crane atop a 43-story mid-Manhattan skyscraper collapsed Wednesday, raining rock, metal and glass on pedestrians and buildings below. One man was killed and nine people suffered minor injuries.

A two-ton, 30-foot piece of the crane was left dangling over East 53rd Street by a single metal tube, forcing the evacuation of nearby buildings and the closing of some of New York's busiest streets.

Fire officials noted that the toll could have been much worse. The crane gave way just before 11 a.m., an hour before thousands of workers poured into the streets for the lunch hour.

Eyewitnesses told of pieces of masonry flying through office windows, of a pool of blood where one police officer said the dead man, Warren Levenberg, a circus employee, "got his head crushed in" by a falling chunk; and, mostly, of an awesome noise.

1 line of 38 count

Cuban President Fidel Castro was a "hothead" who wanted to nuke the USA in 1962, say new memoirs by the late Soviet leader Nikita Khrushchev.

Excerpts from "secret tapes," published today in Time magazine, reveal that Castro suggested a "pre-emptive strike against the U.S." to save Soviet missiles after they were discovered in Cuba

memoirs say Castro wanted to nuke U.S.

3 lines of 12

Iraqi President Saddam Hussein threatened Monday to torch Middle East oilfields and attack Israel as the United Nation moves to tighten the economic embargo against Iraq.

"If we feel that the Iraqi people are being strangled, that there are some who will deal a bloody blow to them, then we will strangle all those who are the cause of this," Saddam said in a radio broadcast.

Saddam threat
to torch oil fields,
attack Israel, now

A Fowler University history professor's study of the Korean Conflict, emphasizing the role of President Harry S Truman, was published this week.

The book, "Harry Truman and the Korean War," was written by Emerson J. Fotheringham, chairman of the history department at Fowler since 1971. Fotheringham served as an army major in the Korean war from 1948 to 1951 and is recognized as an authority on that period.

Fotherham describes the White House decision making process under the 32nd president. He pays some attention to other major Truman decisions that he says conditioned the president to undertake the Korean "police action." These include the decision to use the first atomic bomb on Hiroshima and Osaka in August, 1945, breaking of the Russian blockade of East Berlin with the airlift of 1948, and the creation of the North Atlantic Treaty Organization.

The book was published by MacMillan Co. and went on sale Monday.

October 16

History of Newspaper Photography

A 1. Continuous tone images reproduced on surfaces, through the reaction of light

A 2. Dev. in 1880's with halftone reproduction

B. NP thought photographs waste of money/space

1897 - Tribune, Horace Greeley, used photos, increased circulation

C. Era of Sensationalism

1. Daily news scaped with picture of 1928 execution

2. others using compositographs evolved, actors posed for picture, then enter real faces of people superimposed over actors poses.

Three definitions of Sensationalism

A. Sens. meant news papers use human interest stories

B. yellow journalism- self advertisement, adv. what was inside (or front page)

C. Jazz journalism 1820's - sens. using large photographs and headlines.

D. In another wave of sens. today.

D. Dev. of Photojournalism

1. Life mag. pub in 1936, becomes one of the most important mags concentrated on photos.

2., Look mag pub. in 1937, same concept

E. Tech. Changes Hurried growth of photography

1. Fairchild engraver - in

a. 2 cylinder machine

b. photo scanned by light

c. plastic sheet placed on cylinder

d. cylinders rotated, etching halftone into plastic very inexpensive.

2. Television

a. made consumers more visually aware

b. brought

Practical Aspects

A. Types

a. news photos, AP photos, UPI

b. feature photos

c. header 'mug' shots - head shot

d. community art

e. Illustrations, graphs, drawing

B. Selection of Photographs

- a. drama
- b. emotion
- c. action orientated
- d. artistic tech. quality
- e. bizarre unusual subjects
- f. prominence

Newer more than 5 people in photo and no one should be looking at camera

Obtain photos

1. staff photographers, most difficult to work with, temperamental
 - a. fill out slip for photo op. and editor assigns to photographer
 - b. city desk scan police radio
 - c.

2. Freelance

3. Syndicates - send for features

4. Have photo- page ready to go

photograph most important element in NP visuals

Cropping Photographs - reducing/enh by elim. material

A. Purpose

1. eliminate unnecessary space/parts of picture
2. emphasize or enhancing parts of a picture

mortising - putting another photo into second photo

b. practical aspects

1. place crop marks in the margins
2. never mark on front of photograph

don't cut faces, legs, etc. and show parts of people
deal with width first WxL

Scaling/Sizing - reducing or enlarging photo.

1. geometric

using arithmetic to scale photo eg., $\frac{4 \frac{1}{2}}{3 \frac{3}{4}} \times \frac{6 \frac{9}{16}}{X}$

2. diagonal
3. proportional wheel
4. eyeball method

[diagonal]

..... see 10-16 handnotes]

Test - advanced copyediting/head editing

Know - developing story (definition), material from book.

Basic history of Photography.
Photojournalism.

Ch. 16 - not read, important

Pg. 198 - photo terms

Pg. 200 - pages, layout, etc.

Ch. 19 - Definitions, Pg. 223-4

Typology section, Pg. 25

body, text, head type

Color, readership studies, Pg. 31

Design & layout

Design - the overall objective, the look of the paper.

Layout - everyday execution.

Purposes

1. readability
2. convey messages
3. graphical personality.

Types of layout

Vertical - up and down eye movement, New York Times.

One or two-column heads, long strips of type.

Horizontal - laid out on horizontal lines. large photos, multicolumn heads, wide type, white space.

Modular Makeup

Story packages, rectangular patterns

Principles - 1) Proportion related to interrelated items
Shapes, sizes of elements on a page.
Headlines relative to stories.

Balance - 1) refers to the relationship of all page elements and the page's impression.

2. Pages with a lot of photos, or heavy typographical elements in any one area of a page is heavy

3 Mix of heads, columns

Focus

1. Eye should be drawn by some element on the page.

2. Editors should use this element, making sure don't distract.

3. Page should be built around one element.

Dynamics 1) Readers read in a Z-like fashion from upper left.

2) Thus left should be unconfusing

3) logical flow of elements.

Unity 1) Pages are cohesive, a unit.

2) Elements should be related

3) Coherent.

News Judgment

The ability to choose and position stories, photos, and other materials that are important to readers.

- 1) Magnitude
- 2) oddity, unusualness
- 3) local or updated story

Procedure of layout

- 1) place stationary items: template, etc.
- 2) Order stories, photos
- 3) layout lower-right corner
- 4) when corners are filled, fill top to center.

Note: maskhead - editorial page top - Flag - Page One Paper ID.

Guidelines

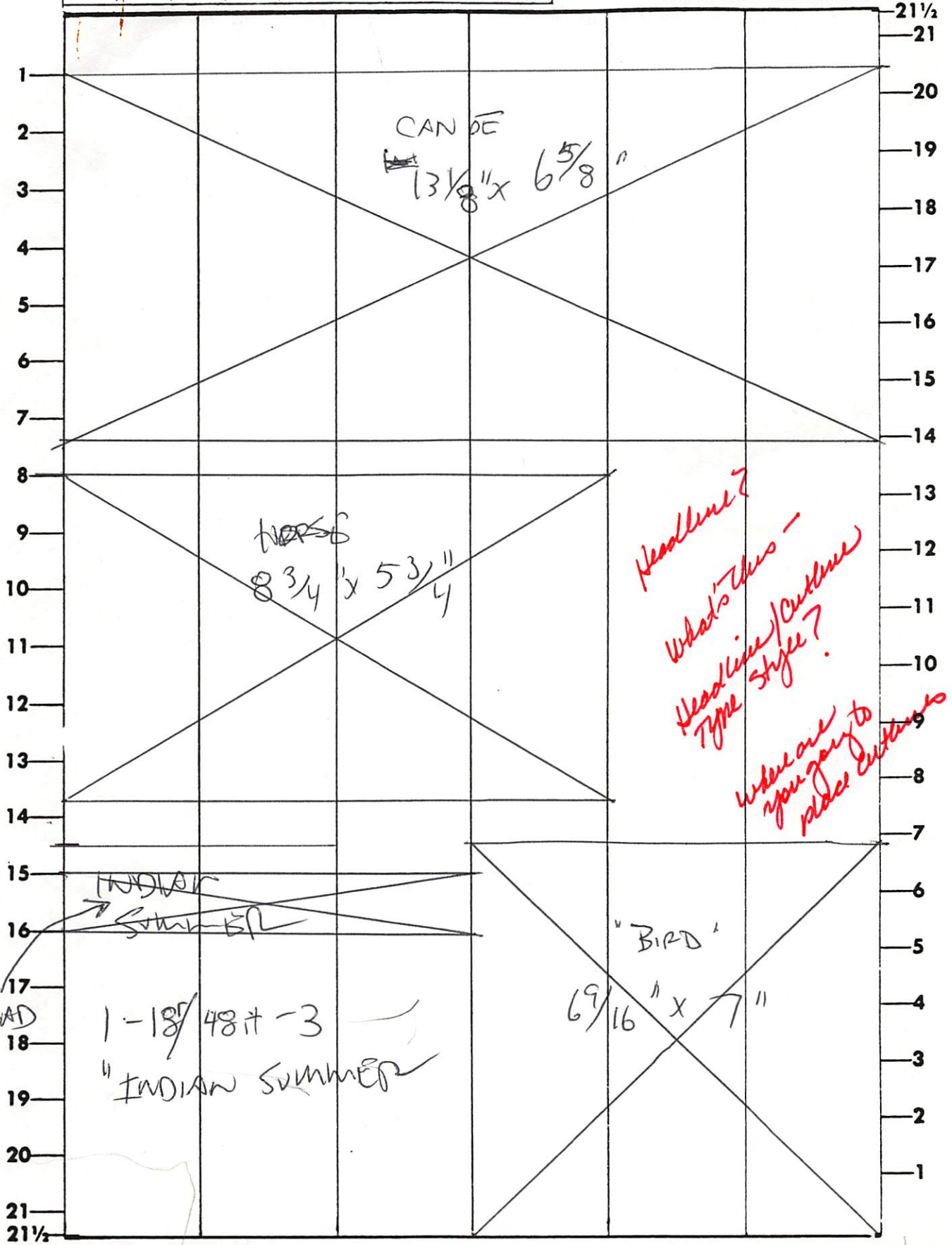
- 1) Dominant topic
- 2) an attention-getter, a focus point
- 3) a good photo

JOE BUSTILLOS

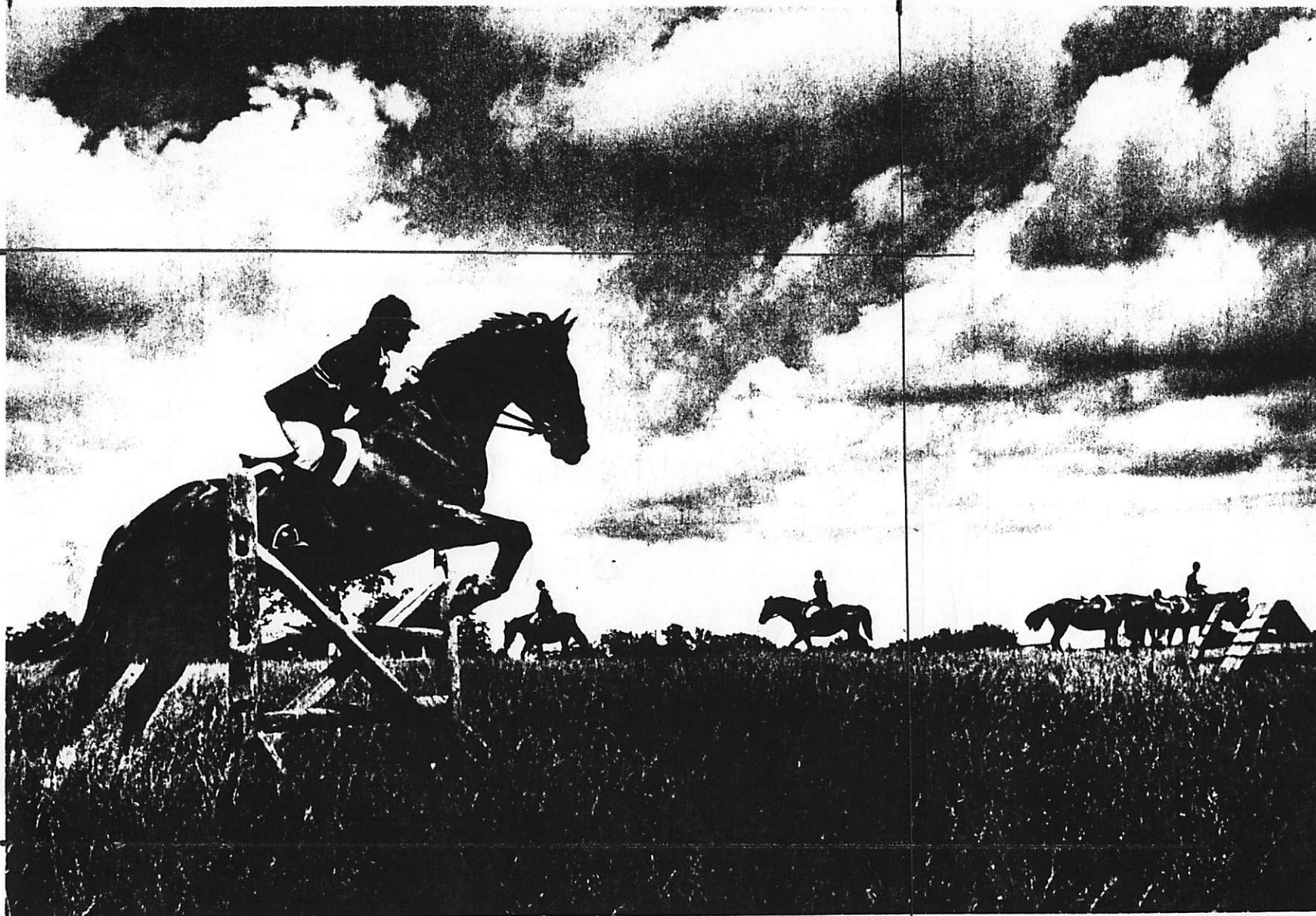
6
TO

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun	Sun Mag.

PAGE NO. D-1



61 x 4"



✓ 06 BOSTILLUS

"Phase B"

crop to $6'' \times 4''$

enlarge to $8\frac{3}{4} \times 5\frac{3}{4}$

D-1

5 1/2" x 6"

(11)



JOE RUSTILLOS

Bird

crop to $5\frac{1}{2}'' \times 6''$

AB

~~WMAA~~

~~4 column - enlarge to $8\frac{3}{4}'' \times 9\frac{1}{2}''$~~
3 column enlarge to $6\frac{9}{16}'' \times 7''$
D-1

7" x 3 1/2"

-196-



Joe Bustillos

Canoe

crop to $7'' \times 3\frac{1}{2}$

enlarge to $13\frac{1}{8}'' \times 6\frac{5}{8}''$

D-1

SENATE-PASSED PROPOSAL TO BAR THE CENSUS BUREAU FROM COUNTING ILLEGAL ALIENS. 20 INCHES.

WASHINGTON

(BUDGET) WASHINGTON--THE BITTER CONGRESSIONAL BATTLE OVER THE BUDGET CAME TO AN END YESTERDAY WHEN THE HOUSE NAD SENATE NARROWLY APPROVED A HISTORIC DEFICIT-REDUCTION PACKAGE THAT RAISES TAXES ON MOST AMERICANS, ESPECIALLY THE WEALTHIEST. 25 INCHES.

UNITED NATIONS

(UN) NEW YORK--HINTING THAT A NEW PEACE INITIATIVE MIGHT BE UNDER WAY IN THE PERSIAN GULF, THE SOVIET UNION LAST NIGHT ABRUPTLY ASKED THE SECURITY COUNCIL TO POSTPONE APPROVING A NEW RESOLUTION CONDEMNING IRAQ. 15 INCHES.

CHICAGO

THURS. AM

YBBBVE

NA--V

A0904NA--V

U V BC-SKED: 4PES 10-20 0738

EDITORS

THE UPI REPORT INCLUDES:

TRAIN CRASH

(TRAIN) SALEM, ILL.--TEN PERSONS WERE KILLED AND APPROXIMATELY 150 WERE INJURED EARLY TODAY WHEN AN AMTRACK TRAIN DERAILED AFTER A ROLLER-BEARING FAILURE CAUSED A PAIR OF WHEELS ON THE LEAD LOCOMOTIVE TO LOCK. THE RAILROAD ESTIMATED DAMAGE AT MORE THAN \$500,000. WITH ART

61/4x91/2; 81/2x63/4; 81/4x71/2.

64x91/2 81/2x63/4 81/4x71/2

ABORTION FUNDS

(ABORTION) WASHINGTON--IN A DRAMATIC POLICY TURNABOUT THAT GAVE ABORTION-RIGHTS FORCES AN IMPORTANT SYMBOLIC VICTORY BUT RISKED A PRESIDENTIAL VETO, THE HOUSE WEDNESDAY NARROWLY APPROVED USING PUBLIC FUNDS TO PROVIDE ABORTIONS FOR VICTIMS OF RAPE AND INCEST. 20 INCHES.

LAWMAKERS REJECT

(LAWMAKERS) TALLAHASSEE, FLA.--ABORTION RIGHTS ADVOCATES SCORED A RESOUNDING VICTORY AND FLORIDA'S GOV. BOB MARTINEZ SUFFERED AN EMBARRASSING DEFEAT WEDNESDAY WHEN THE STATE LEGISLATURE SWIFTLY KILLED THE LAST OF HIS ATTEMPTS TO BUILD ON A U.S. SUPREME COURT DECISION ALLOWING TIGHTER RESTRICTIONS ON ABORTION. 12 INCHES.

POLLUTED LAKE

(POLLUTED) CHICAGO--RESEARCHERS WARNED WEDNESDAY THAT AN UNCHECKED POLLUTION BY TOXIC CHEMICALS AND DESTRUCTION OF THE GREAT LAKES ECOSYSTEM IS AFFECTING FISH, BIRDS, MAMMALS AND REPTILES IN THE FOOD CHAIN AND MAY THREATEN THE HEALTH OF THE REGION'S 35 MILLION AMERICAN AND CANADIAN RESIDENTS. 25 INCHES.

SPACE SHUTTLE

(SHUTTLE) KENNEDY SPACE CENTER, FLA.--WORKERS BEGAN THE TIME-CONSUMING TASK OF SWITCHING A KEY COMPUTER ABOARD THE SPACE SHUTTLE ATLANTIS WEDNESDAY, A PROCESS THAT IS EXPECTED TO DELAY THE LAUNCH UNTIL AT LEAST NEXT TUESDAY. 12 INCHES.

ILLEGAL ALIENS

(ALIENS) WASHINGTON--IN A VICTORY FOR CALIFORNIA AND OTHER STATES WITH LARGE IMMIGRANT POPULATIONS, THE HOUSE WEDNESDAY REJECTED A

DEADLINE ASSIGNMENT

You are an editor with the Chicago Tribune. Your job is to make up page one and one inside page.

The Tribune's Policy

1. The newspaper's policy is to include at least five stories on its front page, including one feature and a local story.
2. The newspaper uses a horizontal makeup pattern. However, it tends to be more modular than strictly horizontal.
3. The nameplate is 6 columns by 2 inches.
4. Its index is either 2 columns by 3 inches or 1 column by 6 inches.
5. The newspaper uses headlines above jump stories.

Your Job

1. You are presented with the following budget.
2. Makeup page one and one inside page.
3. Include photo slugs, dimensions and headline designations.
4. You will write one headline for the front page. That head will go with the train crash story.

Joe Bustillos
November 26, 1990
Daily Star-Progress evaluation

The Daily Star-Progress is at its best when it remains true to its local calling.

The major stories appear to be free of grammatical spelling and Associated Press style errors. The only gross error appeared to be the inclusion of a wire service marker at the beginning of the tenth paragraph of the page three "Keating" story.

The writers failed to smoothly communicate the time angle on some of the stories involving the courts. The "Brea, Harris" story and the molestation story from page one did not easily cover the ground between the original incidents and the news element of the current story.

The paper failed to use its page two space except to pick up stories from page one. The layout was confusing and distracting. The use single column jumps led to much "eye confusion" (it took too long to find the "Brea, Harris" jump sandwiched inside the "molestation" jump). Indicating what the jump headline would be at the point of the jump would also have helped in locating the jump. The simple organization of page one contrasted greatly with the poor organization of page two.

The page two headlines might have been helped by a greater use of white space or blocking between stories. If the rest of the page had been blocked like the "Newsline" feature than it would have been easier to follow. The use of blocking in the "Newsline," "An hour with . . .," and "Thanksgiving" features definitely drew the eye in the direction of these stories. It also left the feeling the other stories were fillers.

Heavy use of AP wire material, especially on page two, lent to this feeling that the stories were filler stories. Obviously this is the dilemma of a small daily newspaper but crime stories with no apparent local angle does not fit well with the rest of the quality of the paper.

The paper could have also been served better with the inclusion of graphs. Maps of the La Habra Heights subdivision plan and the "Brea, Harris" stories from page one would have been great. Some sort of graph to depict the rainfall for the page three AP story on "Southland" rain would have helped. The "Thanksgiving closings" story might have been better presented if the information were given in a straight numerical listing rather than in an essay/paragraph form.

Overall the paper has a good page one, and good coverage of the local events of interest. It could use more graphs, better organization of page two and less AP wire copy.

X X X

NEWSPAPER CRITIQUE

Communications 332

Prepare a two-page critique (in essay form) of the Star-Progress discussing some of the following points:

Writing:

Do the major stories appear to be free of grammatical, spelling, Associate Press style errors, etc.? Do the leads report the most important news element? Are the news stories written in the inverted pyramid style? Are feature stories written in an interesting manner? Are anecdotes and direct quotations used throughout the feature stories?

Headlines:

Do headlines follow rules for headline writing discussed in class? Do headlines emphasize the most important part of the story?

Makeup and Design:

What is your evaluation of the design of the newspaper? Is it consistent throughout? How would you evaluate the editor's news judgment? What kind of makeup is it? How would you improve on the layout and design?

Photography and Graphic Elements:

Are photos effective and interesting? Are graphic elements (graphs, illustrations, charts) used throughout? Could some stories be better told by an illustration or graph? Explain.

Overall Evaluation:

What are the newspaper's strengths and weaknesses? How would you improve the content, layout and design, etc.

Tues 11/20

FIELD EXPERIENCE: THE DAILY STAR-PROGRESS

Time: 4:30 p.m.

Host: Mr. Nelson Roberts Jr., Publisher

Address: 600 S. Palm St.
La Habra, CA 90631
(213) 697-1734
(714) 528-2144

Directions:

Take 57 (North) to Lambert.
Left on Lambert.
Go 5 miles to Palm.
Right on Palm to far end of first block.

You make park on the north side of the building. Let's meet at the entrance on Palm Street.

the Business

-2

1-480-6 → Western-Canadian plan lost East of Vancouver
spring

2-240-2 → 62 presumed dead in worst crash
in Canadian aviation history

524B

PLANE AR
5TH LD 480B PLANE

VANCOUVER, B.C., (UPI) -- A CRIPPLED WESTERN-CANADIAN AIR LINES PLANE
CARRYING 62 PERSONS, INCLUDING AT LEAST SIX AMERICANS, DISAPPEARED LAST NIGHT
IN A SNOWSTORM AND APPARENTLY CRASHED IN THE MOUNTAINS RINGING THE FREASER
VALLEY EAST OF ~~HERE~~. *Vancouver.*

A WCA OFFICIAL SAID THAT IF ALL OF THE 59 PASSENGERS AND THREE CREW-
MEMBERS ABOARD DIE, THE TRAGEDY WOULD BE THE WORST IN THE HISTORY OF CANADIAN
AVIATION.

(more)

1-5

*16 15
25*

*+ 1
point
jump
error*

110

SEVENTEEN SEARCH PLANES HEADED INTO THE FRASER VALLEY THIS MORNING TO SEARCH FOR THE "EMPRESS OF THE SKIES" LINER AND POSSIBLE SURVIVORS. GROUND PARTIES WERE BEING ORGANIZED IN SEVERAL SNOW-BLANKETED COMMUNITIES.

THE SEARCH ARIADA CONCENTRATED ON THE ROUTE FROM HOPE, B.C., TO VANCOUVER, THE PLANE'S LAST REPORTED ROUTE. SKIES WERE OVERCAST BUT SNOW HAD STOPPED FALLING.

TWO OF THE AMERICANS ABOARD WERE PROFESSIONAL FOOTBALL PLAYERS WHO HAD COME TO VANCOUVER FOR SATURDAY'S EAST-WEST ALL STAR SHRINE GAME. THEY WERE MEL HUNT, FORMER INDIANA UNIVERSITY END, AND MARIO MELD, FORMER UNIVERSITY OF MIAMI (FLA.) END. ~~MEMBERS OF THE SASKATCHEWAN ROUGHRIDERS TEAM.~~

OTHER AMERICANS WERE IDENTIFIED AS MRS. A.A. SMITH OF (4934 N.E. 50TH ST.) PORTLAND, ORE.; MRS. R.L. LYONS OF (779 80TH AVE.) SAN FRANCISCO; ANTHONY RANGER OF (5625 MORTON ST.) DALLAS, AND M.L. PETZ OF (8421 10TH ST.) FORT WORTH, TEXAS.

(PICKUP 4TH LEAD AT 6TH PGH: GORDIE QUIGGLE ETC., ELIMINATING 7TH PGH: HUNT AND MELD.)

MW1146A

RHH

[Handwritten signature]

2.85

presumed

GORDIE QUIGGLE AND RAY LANG, TWO OTHER FOOTBALL PLAYERS, WERE ALSO LISTED ✓
ALL FOUR WERE MEMBERS OF THE SASKATCHEWAN ROUGHRIDERS OF CANADA'S WESTERN
CONFERENCE.

HUNT AND HELD PLAYED IN THE ANNUAL EAST-WEST SHRINE ALL-STAR PROFESSIONAL
GAME HERE SATURDAY

THE AIRLINE REFUSED TO STATE IF THERE WERE OTHER FOOTBALL PLAYERS ABOARD
THE PLANE, PENDING NOTIFICATION OF NEXT-OF-KIN.

6000
ROYAL CANADIAN AIR FORCE SEARCH AND RESCUE PERSONNEL WERE WORKING ~~AROUND~~
THE ~~CLACK~~ ^{ON} INVESTIGATION OF A NUMBER OF REPORTS ABOUT THE PLANE, INCLUDING
ONE THAT SAID LIGHT HAD BEEN SEEN ON A MOUNTAIN NEAR THE POSSIBLE CRASH SCENE.

~~They held little hope, however, that any of the reports had any basis in~~
FACT. ?

HE
AN RCAF SPOKESMAN SAID THE REPORT OF THE MOUNTAIN LIGHTS WAS "JUST ONE OF
MANY THAT WE RECEIVED DURING THE NIGHT. WE'RE INVESTIGATING IT." ✓

✗ A Royal Canadian Air Force spokesman ✓
HE SAID UNIDENTIFIED CALLERS HAD TOLD ROYAL CANADIAN MOUNTED POLICE IN THE
AREA OF SPOTTING A "LIGHT ON TOP OF A HILL" NEAR ABBOTSFORD, B.C., THE SITE OF
AN AUXILIARY LANDING-FIELD SOME 50 MILES SOUTHEAST OF VANCOUVER. ^{He said} THE SPOKESMAN
ADDED, HOWEVER, THAT THE RCMP HAD NOT REPORTED ANY OFFICIAL SUCH FINDING OF ITS
OWN. ← They held

THE CREWS OF 17 SEARCHCRAFT, MEANWHILE, WERE ORDERED TO AIR FORCE OPERA-
TIONS HEADQUARTERS IN VANCOUVER IN THE PRE-DAWN BLACKNESS FOR BRIEFING ON THE
HUGE AERIAL HUNT-GETTING UNDERWAY. THE ARMADA WAS SCHEDULED TO TAKE OFF AT
FIRST-LIGHT, AND INCLUDED FIVE DAKOTAS, FOUR CANSOS, FOUR EXPEDITERS, TWO
LANCASTERS, ONE OTTER AND ONE PIASECKI HELICOPTER.

PICK UP 3RD LEAD AT 5TH PGM: RCAF AIR-SEA RESCUE, ETC.)

CC703A

170

3-2-5

RCAF AIR-SEA RESCUE HEADQUARTERS ~~HERE~~ [✓] SAID THE PLANE WOULD HAVE RUN OUT OF
FUEL BY 1 A.M. (4 A.M. EST). ^{In Vancouver} LAST RADIO CONTACT WAS MADE WITH THE PLANE OVER
HOPE, B.C., ABOUT 100 MILES EAST OF ~~HERE~~. ^{Vancouver}

THE PILOT, CAPT. RUSS MAHANAY 35, OF WINNIPEG AND MONTREAL, HAD REPORTED
THE LOSS OF ONE ENGINE OVER PRINCETON, B.C. [✓] AND WAS LIMPIG BACK TO VANCOUVER.
OVER HOPE, HE ASKED FOR PERMISSION TO DESCEND FROM 14,000 TO 8,000 FEET BECAUSE
ICE WAS FORMING ON THE WINGS.

4-2-5
(more)

GIVEN PERMISSION, MAHANAY ESTIMATED HIS ARRIVAL TIME AT VANCOUVER AT 7:38 P.M. (PST) LAST NIGHT. MINUTES LATER, AT ABOUT 7:10, RADAR AND RADIO CONTACT WITH THE PLANE WERE LOST.

~~AT LEAST 15 SEARCH PLANES WERE SCHEDULED TO RESUME THE SEARCH AT DAWN~~
TODAY. AERIAL SEARCH OVER THE PLANE'S ROUTE DURING THE NIGHT PROVED FRUITLESS.

(INCLUDES EARLIER)

5-8-5

RA450A..

X FIELD EXPERIENCE

The Orange County Register, 625 Grand Ave., Santa Ana

Directions: Take the 57 South to the 5 South. Exit at Grand Avenue. Go right on Grand Avenue. Look to the left and you will see The Register building. It is two blocks south of the 5 Freeway. Park on the side of the building.

We will meet at 4:30 p.m. Tuesday, Dec. 11, in the lobby.

X EPA-338 1 mi
84.5 inches

14/70.5

CUSTOMS - 17 mi 4.25 miles 3/1 1/4

+ CRASH = 25 mi 6.25 miles X-4 1/4

SOVIET = 17 mi 4.25 miles 2/2 1/4

X HARUP = 62 mi 15.5 miles X

(114)

EDITORIAL 6 COLUMN PAGE

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun.	Sun Mag.

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1							21½
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EDITING THE DAILY TRIBUNE

Introduction

This project has been designed to test your knowledge of basic and advanced copyediting skills. It is designed to give you a realistic exercise in preparing three pages for publication.

The objectives of this project are to test your knowledge in the following areas:

1. Determining news judgment;
2. Copyediting for grammar, spelling, wordiness, word usage and errors in fact;
3. Editing for AP Style errors;
4. Editing for correct journalistic news structure;
5. Writing clear and accurate headlines which meet standard guidelines for both content and count;
6. Laying out attractive, functional and standard-size newspaper pages.

Evaluation

Grades will be assigned by the instructor on the following basis:

1. News judgment (10%): Decision regarding the play of news and placement on each page.
2. Copyediting (30%): Your ability to improve copy by making corrections in grammar, word usage, spelling, AP Style.
3. Headline writing (30%): Your heads will be evaluated for clarity, accuracy, grammar and length.
4. Makeup (30%): The layouts of your pages will be judged by how well you follow the principles of good layout.

Situation

Publication's Locale

You are an editor for The Daily Tribune, a 150,000 daily newspaper serving the Valley. The cities include: Arcadia, Azusa, Temple City, Rosemead, El Monte, South El Monte, Pasadena, Rowland Heights, Hacienda Heights, Whittier, Irwindale, Covina, West Covina, Bradbury, Duarte, Pomona, Chino, Diamond Bar, Brea and the City of Industry.

Publication Date

✗ The work day is Monday, Dec. 10. The publication day is Tuesday, Dec. 11. The news deadline is Tuesday at 1:30 a.m. The paper will hit the streets by 5 a.m. *morning*

length of story: 4 lines = 1 inch

Publication's News Policy

1 local / 1 feature

The Daily Tribune's appearance is modular. It usually includes at least six stories on page 1. The flag is 6 columns by 2 inches. It sometimes includes a 6 column by 2 1/2 promotional boxes above the flag. That decision is up to you. It also includes a 2 column by 8 inch index or a 3 column by 4 inch index on page 1.

It allows stories to be jumped inside the paper. Each jump head must be a separate headline.

Headline style is downstyle.

Your Job

1. Read the budget provided.
2. Layout three pages. One front page and two inside pages.
3. Edit and use the stories on the disk. Stories may be trimmed. You also can add 2 inches onto a story if needed.
4. Write headlines for each of the stories on the disk.
5. Print each story after you edit it. Type or write headline on a separate half sheet of paper. Staple the headline and story together. Clip the headline and story to the appropriate page.
6. Selection of art, graphics, illustrations is up to you. You may have as many or as few photos, illustrations, etc. On a separate sheet of paper list the content of each photo. A rough of any illustration (graphs, tables, pictographs) must be included on separate sheets of paper. A least one illustration must be included in the project.
7. Be creative. You may use full color. Denote color on dummy.

Deadline

The story will be handed in on Tuesday, Dec. 11, at 4:30 p.m. Projects not submitted at that time will receive an automatic F.

BUDGET FOR TUESDAY, DEC. 11, 1990

INTERNATIONAL DESK

SOVIET ARMY

X DZERZHINSK, U.S.S.R. (AP)--Dawn, like fate, is unkind to the once mighty Chinstaho Tank Regiment, now encamped here at Military City No. 1. As the garrison stirs on a snowy October morning for another day of hand-to-mouth destitution, officers and their families--the lucky ones who have their own dormitory rooms or tiny, two-room apartments--rise to cook breakfast on hot plates or one of four stoves shared by 17 families. The morning fare is meager because the military commissary carries tea, rolls, sugar and virtually nothing else. It is not Thursday, so there is no meat. Feature on Soviet army falling on hard times throughout the world. 36 inches. (9/25)

SHRINKING GIANT

Graphic X Five years ago there were 4.5 million soldiers on duty in the Soviet Union and more than 700,000 serving in 24 other countries. By 1991, it is expected that the number of soldiers in the Soviet Union will be down to just over 4 million, according to the International Institute of Strategic Studies. 4.25 inches 2/24

ISRAELI DEATHS

X JERUSALEM (AP)--A uniformed gunman from Egypt shot and killed three Israeli soldiers and a bus driver in far southern Israel on Monday, the bloodiest incident during a weekend of raids on the country's troops and frontiers. 15 inches.

CAMBODIA WAR

PARIS (AP)--The five permanent members of the U.N. Security Council agreed Monday on the final draft of a peace settlement to end 12 years of war in Cambodia. 10 inches.

IVORY COAST

ABIDJAN, Ivory Coast (AP)--Voters cast ballots in the country's first multi-party parliamentary election Monday amid opposition charges of intimidation and fraud by the party that has ruled unchallenged for 30 years. 8 inches.

NATIONAL DESK

PLANE CRASH

X LOS ANGELES (AP) -- A Continental Airlines DC-10 jetliner crashed this morning at Los Angeles International Airport, the Federal Aviation Administration said. It was not immediately known how many persons were aboard. (developing) 15.5

ECONOMIC SLUMP

PROVIDENCE, R.I.--Real estate agent Deborah Miles just canceled her cable television subscription and is ordering her kids to spend less time out on the town and more time at home--reading. Feature on how the downturn is hitting industries so selectively consumers and businesses are baffled by it. 35 inches (feature) 35

SEVERE STORMS

SEATTLE (AP)--Sections of a closed interstate highway bridge across Lake Washington sank Monday after a round of stormy weather, and engineers said the rest could collapse at any time. 8 inches.

STATE AND LOCAL DESK

CUSTOMS SERVICE

X U.S. Customs Service worker Monte Newhouse has had it drilled into him: federal purchase orders don't always bring the expected results. (disk) 3/14

ANCIENT SHIP

An archeologist says the remains of an ancient ship, believed to be a 17th century Spanish galleon--has been found in waters near one of Southern California's Channel Island's. (disk)

EPA

X WASHINGTON -- The Environmental Protection Agency disclosed today that it had found high levels of toxic TCE in wells for drinking water in Azusa, CA. 14/70 1/2

SWAT TEAMS

X NORCO, Calif. (AP) -- A gang of "Two-Minute" robbers ditched FBI agents only hours before they robbed their fifth bank and killed a deputy as they fired M-16 rifles and tossed explosives at police in their escape, authorities said. (developing story) X

CULTURE SURVIVES

X SANTA ANA--In the squalor of Orange County's poorest neighborhoods, an ancient and endangered people is battling cultural extinction. Teh Cham, a group of Inochinese Muslims, maintain a strict regimen in the face of Southland lifestyle. But try as they may to prevent it, some practices are fading. 25 inches. (feature) 6/19

MILD QUAKE

X A mild earthquake shook buildings from Huntington Beach to the Los Angeles Civic Center Sunday night, but there were no immediate reports of damage or injuries, authorities said. 4 inches. (4)

GIRL'S DROWNING

X EL TORO--Orange County sheriff's deputies are investigating the drowning of a 2-year-old girl whose body was pulled from the bottom of an algae-filled pool Sunday after she apparently wandered away from her baby-sitter, authorities said Sunday. 7 inches.

EDITORIAL 6 COLUMN PAGE

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun.	Sun Mag.
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Leano
13 1/4 hr?

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Metropolitan
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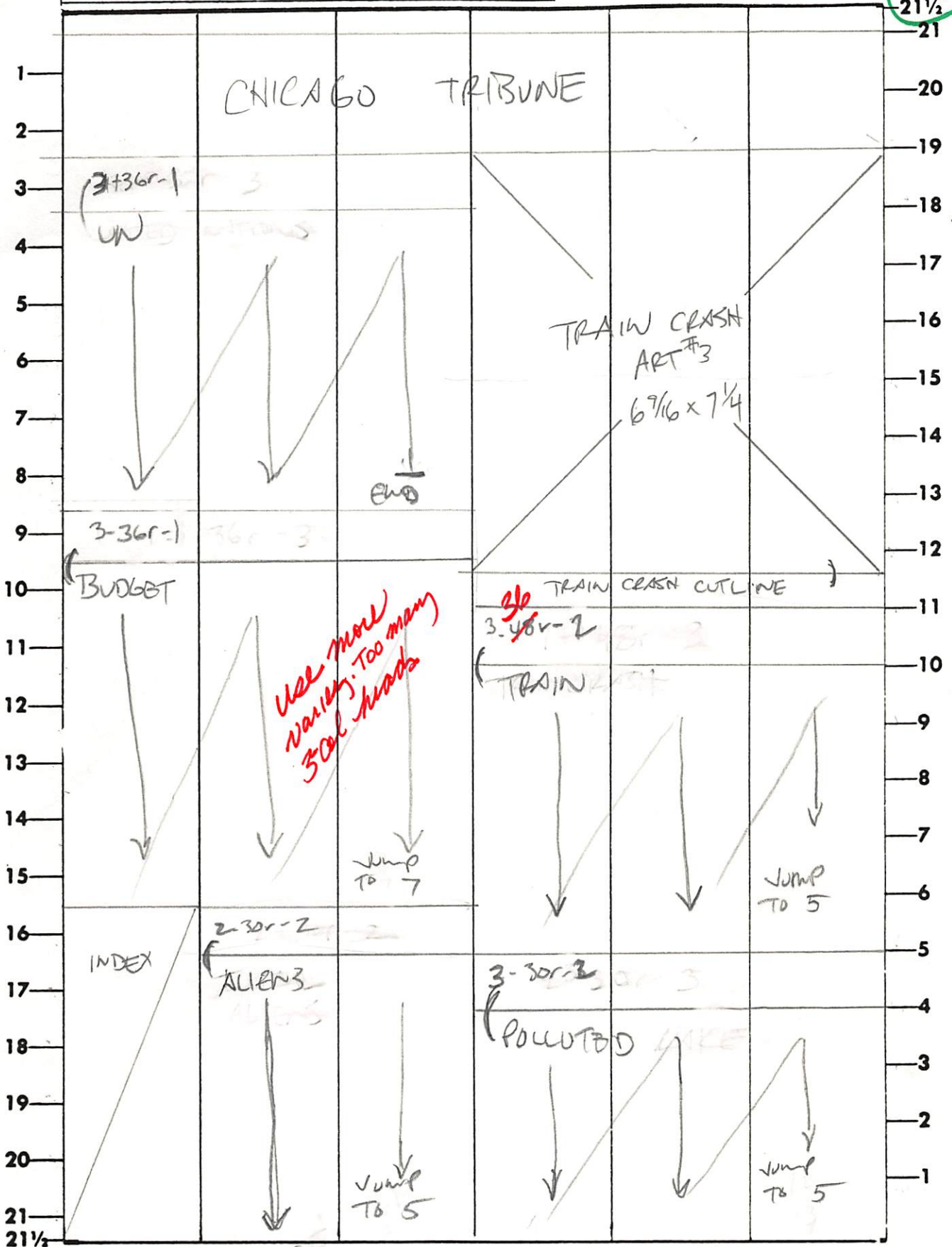
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Our Lines
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Bustillos

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Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun.	Sun Mag.

PAGE NO. 1



✓



JOE BUSTILLOS

3-48r-2

TRAIN HEAD

Amtrack bearing failure
ten killed, 150 injured

You need a
semucolor
here

Joe Bustillos
Train Derailment

By Lloyd Wilburn
United Press International Staff Writer

51
65

Salem, ILL. (UPI) ~~8~~ persons were killed and approximately 150 were injured early today when an Amtrak ~~I~~ train derailed after a roller-bearing failure caused a pair of wheels on the lead locomotive to lock. The railroad estimated damage at more than \$500,000.

Investigators from the National Transportation Safety Board, ~~who revealed the cause of the derailment,~~ said it probably could have been averted if a warning light inside the engine cab had been working.

Kirby G. Carriere, general superintendent of locomotive power for the Illinois Central ~~✓~~ railroad, which operated the train, said the light ~~had been rendered~~ ^{was} inoperative when the locomotive was taken in for repairs. He said a railroad employee apparently forgot to restore it before the run to New Orleans.

*Delete or
rephrase*
~~"The locomotive had been taken in for repairs,"~~ said Carriere, ~~"and the light was rendered inoperative. It should have been restored before the run to New Orleans, but one of our men apparently forgot to do so."~~

The train included four locomotives and 14 passenger ~~I~~ cars. All units left the tracks; seven cars were overturned.

It was the worst railroad action in the nation in the last decade and the worst in Southern Illinois history. The last

fatal accident of this magnitude was on Aug. 6, 1928, when an Illinois Central train crashed near Mounds, killing nine persons.

One of those killed was the conductor of the train, Carol Flether, 54, of Champaign, a ^{36-year} ~~veteran~~ of ~~24~~ years with the railroad.

Coroner Edward Perry of Marion County later released the names of eight other persons killed in the crash. They were ~~Mrs.~~ Vida B. Walker, 54, of Centralia, and the following from Chicago: Mrs. Kathryn Adams, 35; her daughter, Gladys, 3; Mrs. Adams' niece, Natasha Smith, 12, who was traveling with Mrs. Adams; Mrs. Toledo D. Samuel, 50; Geraldine Booker, 33, and Lynette Miller, 2, daughter of Mrs. Inez Miller, who was not injured.

The ~~scene of the collision~~ ^{accident occurred at} was Tonti, a hamlet three miles northwest of Salem and about 13 miles northeast of Centralia, near where the railroad crosses Interstate Highway 57. The train was traveling at 90 miles per hour, ten miles under the authorized speed for that area.

The train was the southbound City of New Orleans, which left Chicago at two a.m. and was scheduled to arrive in New Orleans at 7:30 p.m. The accident occurred at ~~6:00~~ a.m., half an hour after it had stopped in Effingham, Ill., where three persons debarked. It is not known how many persons got on or off earlier at Champaign. About 200 were aboard when the train left Chicago for New Orleans.

"People were climbing out of the cars and lying mangled on the rails and under the cars. Everybody was screaming. Everybody was hysterical," Melvin Maxey, 63, a farmer, said.

He and his son were the first to arrive at the scene of the train accident. His wife, Pansy, 60, arrive a few minutes later.

The cause of the crash was not immediately determined. The engineer, Lacy F. Haney, of Champaign, was among the injured. He was reported in fair condition in St. Mary's Hospital in Centralia and could not be questioned by newsmen.

The injured were taken to hospitals in Salem, Centralia, Mt. Vernon and St. Louis, which is 90 miles east of the accident scene.

About 1,200 feet of track was twisted and torn by the crash. Ambulances and fire equipment sped from nearby communities to fight the flames and rescue victims.

"God, it was horrible," one survivor said, "I saw a woman pinned under the rails, and she had to be cut free. She later died."

Another person said, "The cars were scattered like spaghetti."

One hour before the accident, passengers in car 13 had moved to car 14 when air conditioning failed in their coach. Among them was Mrs. Delores Raines of Kanakee, Illinois, and her 15-month-old daughter, Laina. They were going to Jackson, Miss., for Mrs. Raines' grandmother's funeral. "We just felt a little jerk" she said. "All I could see was rails, sticks and dust."


Car 14 stayed upright; car 13 overturned.

A 54-year old railroad employee broke down in tears as he recounted for newsmen the horror of the crash.

Kenneth H. Mays of Urbana, Ill. a 30-year employee of the IC, who was not seriously injured, said he was at the rear of the southbound train's third car, across a table from conductor Carol ~~L.~~ Fletcher, when the accident occurred.

"I was sitting next to the wall when the train made a little lunge," Mays said. "All of a sudden the north end of the car went straight up. Something popped the windows out...my partner was thrown through the window... I would have went out too if I hadn't been sitting next to the wall and the window frame."

The Illinois Central southbound tracks were expected to remain closed until Wednesday evening as repair crews sought to remove the wrecked cars from the scene.

Alan Boyd, president of Illinois Central  flew to the scene in a chartered plane with other high-ranking officials of the railroad. He toured the wreckage for an hour. He said the crossover switch was not opened and that the track was in "first-class condition" prior to the wreck.

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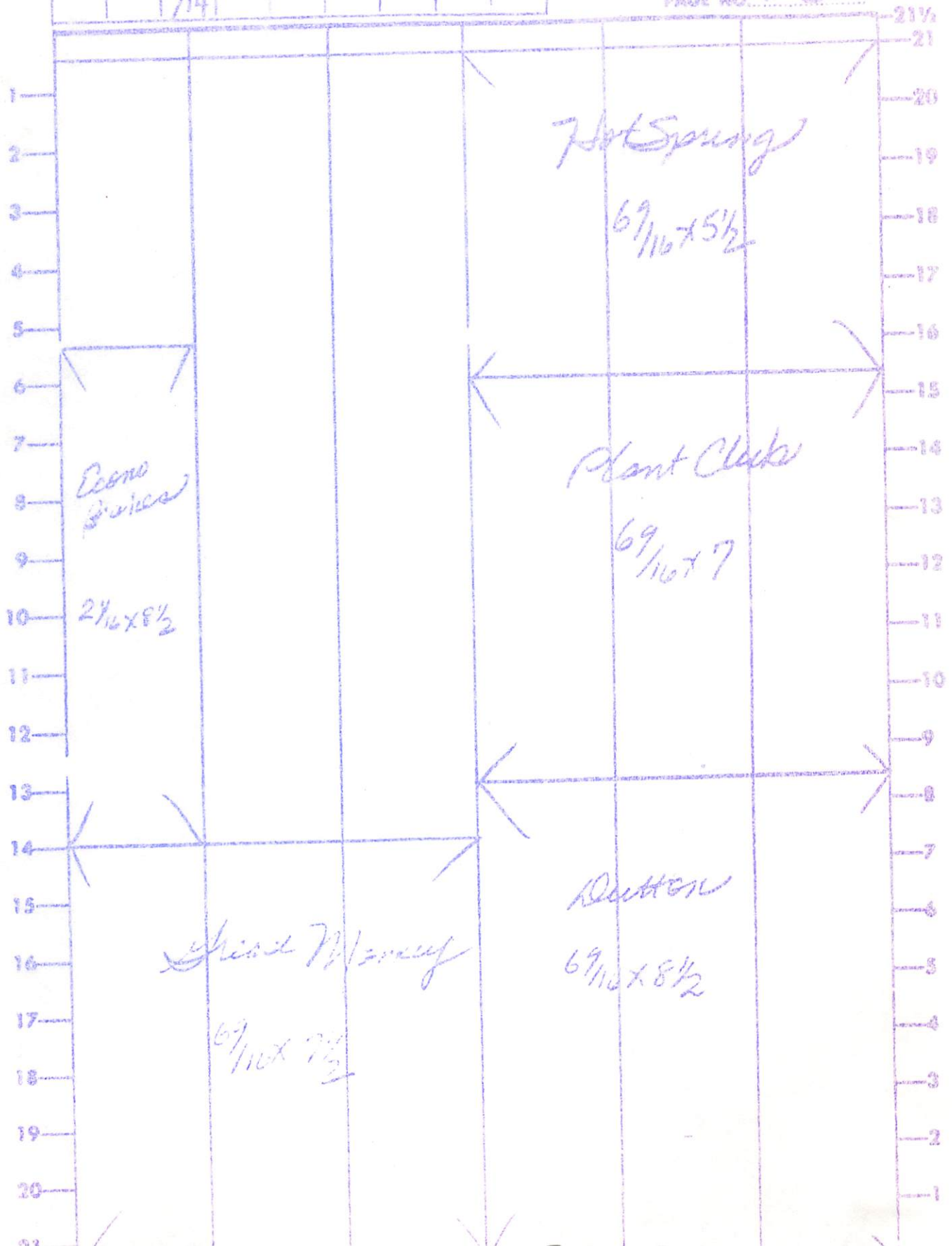
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EDITORIAL 6 COLUMN PAGE

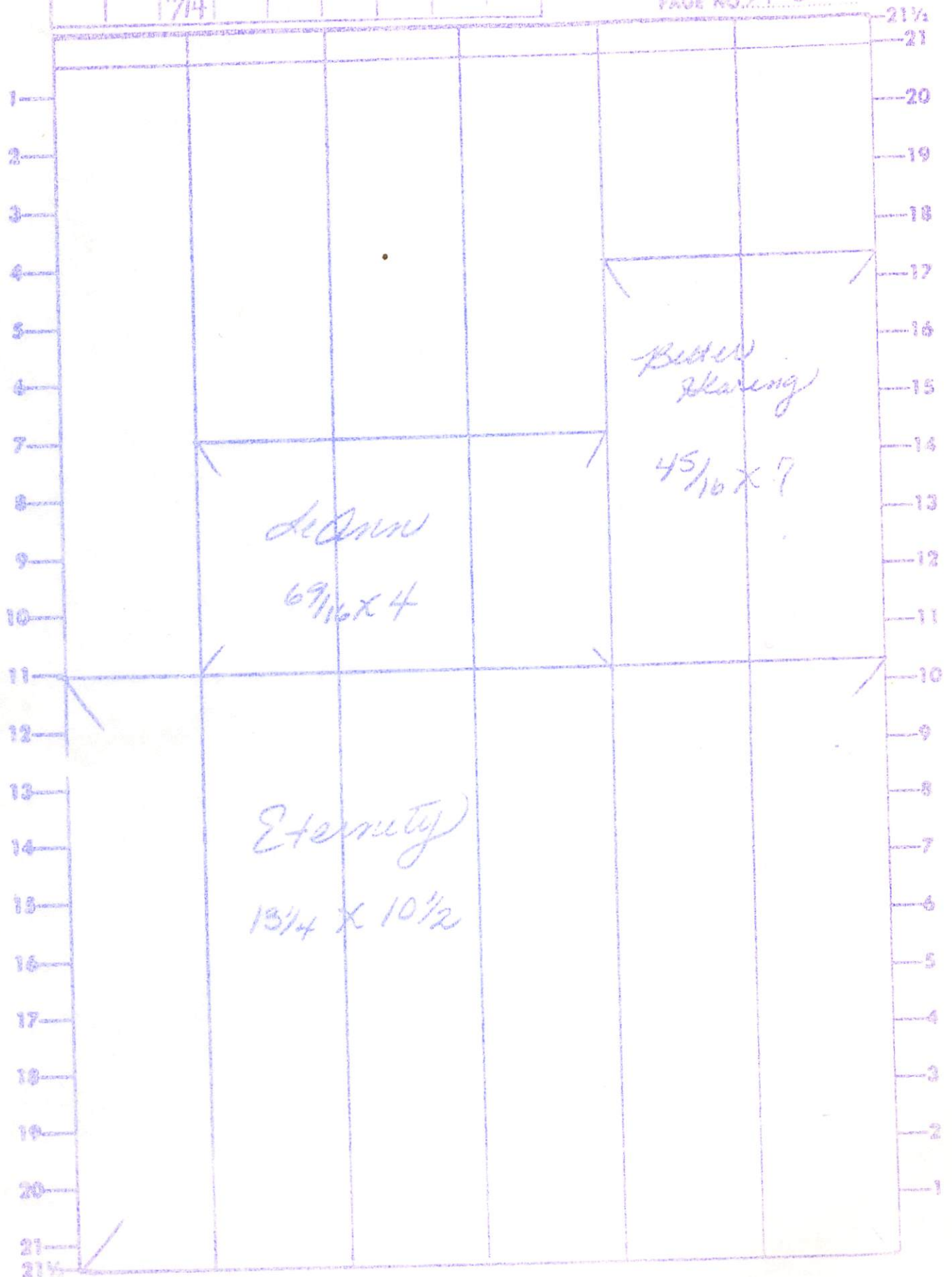
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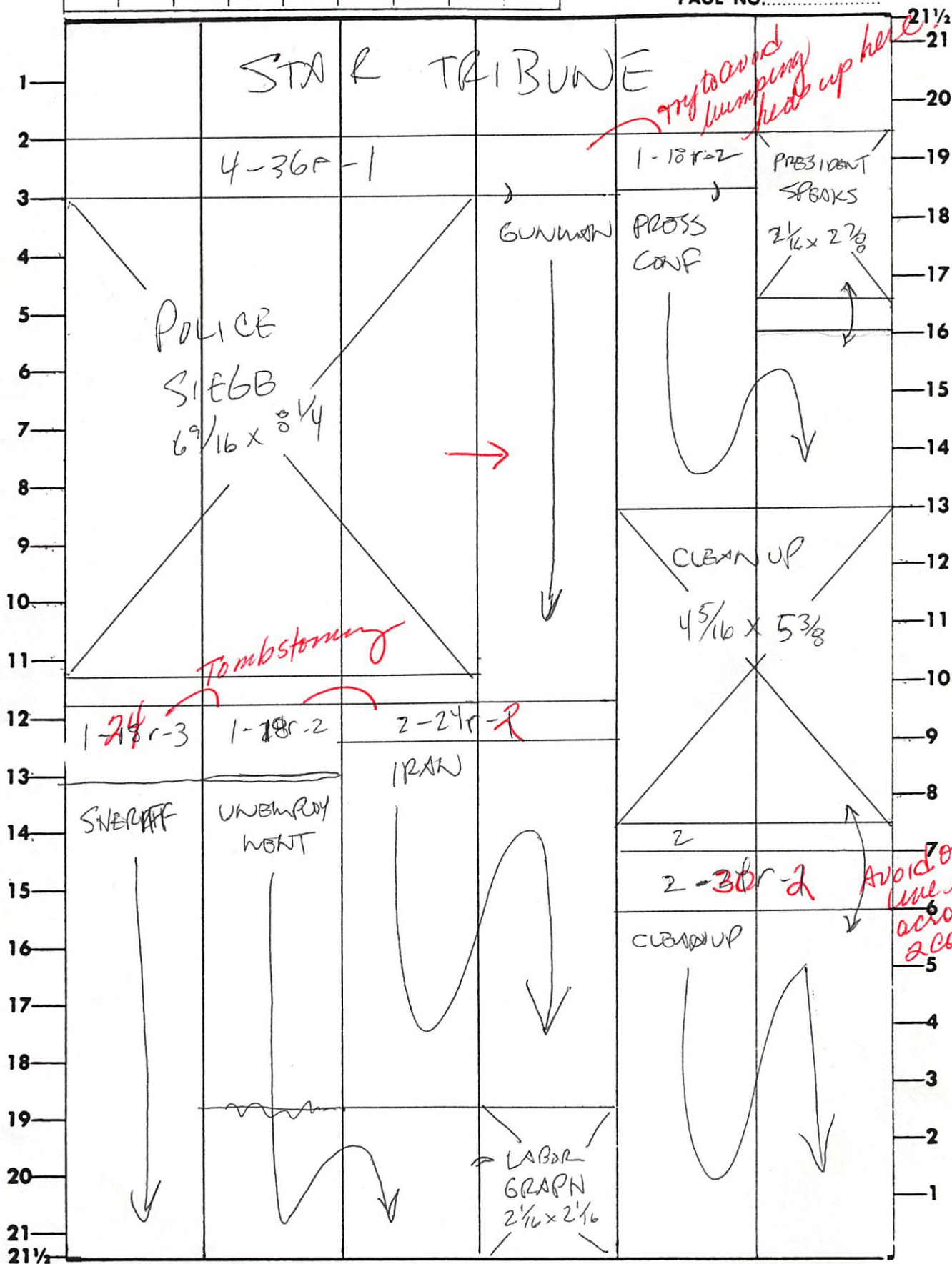
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JOE ROSTILLO'S

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun.	Sun Mag.

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EDITORIAL 6 COLUMN PAGE

Mon.	Tues.	Wed.	Wkly.	Thurs.	Fri.	Sat.	Sun.	Sun Mag.

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EXERCISES

LAYOUT EXERCISE

Lay out a front page and an inside page for a local newspaper with the following stories and photos.

National and International Stories:

- PRESS CONF** — At a press conference today, the president asks Congress to set aside three million more acres of wilderness land in the Western U.S. and Alaska for mineral and resource development. The president says preliminary studies have shown large amounts of oil and coal in the lands and that the nation's energy future depends on Congressional action. 21 inches
- REACTION** — General reaction to president's request for development of wilderness in Western U.S. Environmentalists say the president is committing too much land to the project; energy developers say it isn't enough; and Congressional leaders remain noncommittal. 15 inches
- GUNMAN** — A man with a gun continues into a second day holding three members of a San Mateo, Cal. family hostage in their home. The man's motives are unclear. Police have the house surrounded and are attempting to negotiate with the man. 17 inches
- IRAN** — Government officials announce they will be seeking a smaller increase (8 percent) than expected at the next meeting of OPEC. The unofficial explanation for the increase is that Iran is having serious problems with inflation and that a higher increase would fuel an already overheated economy. 12 inches
- UNEMPLOYMENT** — The Labor Department announces that unemployment for the previous month was 5.4 percent, down a half percentage point from the previous month reported. According to department officials, this is the largest drop in monthly unemployment in five years and indicates a resurgence of the economy as a whole and several industries in particular, such as auto and steel manufacturing and construction. 20 inches
- ARTHRITIS** — Medical researchers at Michigan State say they may have discovered a substitute for aspirin which will give more relief to arthritis sufferers. Many of the nation's 2.5 million arthritis sufferers get upset stomachs by taking aspirin, and this new drug, admiral, is said to be much easier on the stomach than aspirin. 10 inches
- NBC SHAKEUP** — National Broadcasting Company Chairman Charles Fitch announces a new shakeup in the upper levels of NBC, which for the fourth straight year is third in the overall network ratings. The president and head of programming for the network have resigned, and the head of network news, Banks Warhead, will now be president of the network. A search for a new programming head is underway. 16 inches
- BOMB** — A bomb blast in a crowded pub in Northern Ireland kills five and injures 21. The Irish Republican Army has taken responsibility for the blast, and the British government has promised a tough crackdown on terrorists. 12 inches

State and Local Stories:

- LEGISLATURE** — The State Senate passes a bill increasing the sales tax on gasoline by five cents on the gallon. The vote was 15-14. The House passed the same measure last week so the bill will now be sent to the governor for his signature. 14 inches
- SENTENCE UPHELD** — The State Supreme Court upholds the death sentence of a local man, Robert Smith, convicted last year of raping and murdering two night nurses at a local hospital. A date for the execution will be set next week. 9 inches
- SHERIFF** — The sheriff of a county in the southern part of the state is on trial for bribery and extortion. Today he takes the witness stand and denies all charges against him. The case is expected to go to the jury tomorrow. One of your local reporters is covering the trial. 20 inches
- GROUNDBREAKING** — Groundbreaking ceremonies are held at the University for the new \$3.5 million music building. University officials say they expect the building to be completed in six months. 13 inches
- COMMISSION** — The City Council passes an ordinance increasing fine for owners of dogs picked up by the Humane Department. Fines go up from \$35 to \$75 for the first offense. 10 inches
- CLEANUP** — County residents and businessmen are cleaning up after last week's flooding. Official estimates of flood damage are now up to \$4 million. 12 inches

Photos:

- PRESIDENT SPEAKS** — The president speaks to newsmen during his news conference in Washington. (Proportions are 5 inches wide by 7 inches deep.)
- POLICE SEIGE** — San Mateo, Cal. police surround a house where a gunman holds three hostages. (8 inches by 10 inches)
- LABOR GRAPH** — A graph produced by the Department of Labor showing the downward trend of unemployment during the last year and the large decrease during the previous month. (4 inches by 4 inches)
- BLAST VICTIMS** — Rescue workers remove some of the bodies of the five people killed in a bomb blast in a pub in Belfast, Northern Ireland. (8 inches by 10 inches)
- MUSIC BLDG** — Standup shot of five officials, including the governor and president of the University, at groundbreaking ceremonies for the University's new music building. (5 inches by 7 inches)
- CLEANUP** — A county furniture store owner inspects the water and mud damage to his merchandise from last week's flooding. (8 inches by 10 inches)

EDITING TEAMS 2

1. SAM CHI (slot person)
Marlene McLean
Wendy Geister
2. TOBY HILL (slot person)
David Montero
Kathy O'Connell
3. MARC STEIN (slot person)
James Anderson
David Bernard
4. ANNE PETERSON (slot person)
Brian Temple
Colin Caldwell
5. MICHAEL LYSTER (slot person)
Matt Hammonds
Michelle Robertson
6. NANCY LUNA (slot person)
Madina Salaty
John Ballard
7. JILL FOLEY (slot person)
Joe Bustillos
Sean Christophiades

Jill Foley
Sean Christophiades
Joe Bustillos

Headlines:

Keating: No full inquiry for Keating five;
Bennett recommendation rejected

Escape: West Covina Man flees
prison, still not found

Car: Car 'mysteriously'
disappears from lot;
residents questioned

Murder: Counsel chosen
to represent
murder suspects

MONTEREY PARK (CNS)--Attorneys have been appointed for two teen-agers being questioned about the gunshot slaying of Connie Alexander, 15, of Monterey Park, Ina Reiner, Los Angeles County district attorney, said. *if said is used, a time element is needed.*

The youths, 16 and 18, were arrested in their nearby homes in Grover early Wednesday morning after police learned that the girl had been seen with one of them. Robert J. Ruth, city district attorney, said that James Eastland of Grand Valley had been appointed by Juvenile Court Judge Mary Driscoll to represent the 16-year-old boy.

Attorney Bruce Bullwinkle (~~sp.~~) of Los Angeles was appointed by Judge Clarence G. Hughes to represent the 18-year-old in County District Court if the case should go to trial.

"We talked to him at length, and then asked the judge to appoint an attorney," Ruth said. "We felt he should have an attorney even though we're only investigating."

24
-8

76
100

"Nobody's been charged," ~~he said.~~ "They're being held either on suspicion or as material witnesses. There's no question, though, that there has been a homicide."

The body of Connie Alexander, 15, a Mark Keppel High School sophomore, was discovered Monday on a deserted county road.

She had been shot twice in the head with a small caliber pistol and the gunshot wounds caused her death, an autopsy report from the Los Angeles County coroner said.

Alexander, daughter of Mr. and Mrs. John C. Alexander of Monterey Park, left home Tuesday night to attend a dance in the city's youth activities center, police said. She apparently was not seen by anybody at the dance, but Police Sgt. Sam G. Gurney of the local police department said she had signed the dance register.

Her body was found by a classmate this morning on Rippon Road, a short, deserted road which is known as lovers' lane. She was fully-clothed, but her hands and face were bloodied, Reiner said. The autopsy report showed no indication of sexual assault.

Alexander's father is an employee of the local fire department. The family has lived in Monterey Park for nearly ten years.

22
a040
da
AM-Escapes, 170

17
West Covina man flees
from prison; still missing

11
2-3Dr-2

Jilly Foley
Toe Bustillos
Sean Christophides

ATASCADERO (AP)--After apparently ^{feigning sleep} playing possum, a state prisoner disappeared early today from the work-release center here.

3
Escaped
last week
from
Atascadero
angle
L Ron Tate, a state prison spokesman, ^{lot West Covina} said Garry L. Thompson, 26, "was last seen at 1:30 a.m. in his bunk, supposedly asleep but apparently playing possum. Half an hour later he was unavailable for the head count."

Dogs from Atascadero State Prison were brought in to help state and local officers hunt for Thompson.

The escapee was serving a total of 29 years on convictions of forgery, robbery and possession of burglary tools. The sentences were handed down in last December.

10-25-90 08:06

J. Randolph Murphy, Thompson's attorney, said appeals are still pending before the state court. Murphy said that Thompson has been a model prisoner but had become frustrated with the lengthy appealing process.

Sheriff Sherman Block said, "We don't really consider him dangerous, but we're being real careful."

-30-

more?

auto

Sean Christopher

Jill Foley

Joe Bustillos

Car mysteriously
disappears from local
store parking lot

(puzzled this morning)
A local man remains puzzled today over the mysterious disappearance of his automobile.

Billy Hendricks, 21, of 227 Fern St., said he drove to a supermarket near his home yesterday at around 2:30 p.m. to buy steaks for a neighborhood cookout. Upon leaving the store, he was "absolutely astonished" to find his dark blue 1981 Ford Fairmont missing.

"I wasn't in that store for more than five minutes. I can't imagine how anyone could have stolen it. I had locked the car, and I had my keys with me. It was really an embarrassing situation to be in, standing there with my mouth hanging open in surprise," Hendricks said.

Although police assigned to the case have questioned local residents and others who were in the area at the time of the incident, they have practically no leads.

Sgt. Tommy Wilson, officer in charge of the investigation, said he has "little to go on" information.

"It could have been anybody from a professional auto hustler to a kid out for a joy ride to some prankster friend of Mr. Hendricks. When you're dealing with an occurrence as strange as this one, you can't really rule out any possibility," Wilson said.

Wilson said he and his officers are constantly working with police from all over the state on cases similar to this one.

"We keep tabs on various people who occasionally deal in 'hot' cars, and one of them will inadvertently make a mistake sooner or later. We can hope that one of those mistakes will get Mr. Hendricks' car back for us. And we do have other sources of information to depend on, informants in the car business who keep eyes and ears open."

Keating

Jackson

3-36F-2

No full inquiry for Keating Five
Bennett recommendation rejected

WASHINGTON--After closed-door sessions, the Senate Ethics Committee last night ^{reportedly} rejected a recommendation by special counsel Robert S. Bennett to launch a full-scale inquiry into the actions of Sen. Alan Cranston (D-Calif.) and ^{Dennis DeConcini} two of his Democratic colleagues and to drop charges against ^{John W. Cain (R-Ariz) and John Glenn (D-Ohio)} two others, one a Democrat and the other a Republican.

Instead, the panel decided ^{instead, to hold} on public hearings which will be held Nov. 15 on ties between savings and loan magnate Charles H. Keating, Jr. and ^{the} four senators.

The action was ^{viewed} ~~vied~~ by some Republicans as an effort to ensure that their party ^{and} not just the Democrats are left on the hook through the Nov. 6 congressional elections.

Emerging from closed-door deliberations, Ethics Committee Chairman Howell Heflin, (D-Ala.) and Vice Chairman Warren B. Rudman, (R-N.H.), released ^{the} panel a resolution stating that next month's hearings will provide "a full exposition of the facts, so that each of the five members can ^{respond} ~~repond~~ to allegations made against him."

The resolution said that ^{following the} ~~in the opening~~ hearings the panel will be able to "judge credibility and determine whether there is reason to believe any improper conduct may have occurred, and the American people can hear ^{all} ~~at~~ the evidence."

The committee said that ^{except} ~~accept~~ in extraordinary circumstances" it would conclude its proceedings before the end of the year.

In a report to the committee Sept. 10, Bennet⁺ reportedly had recommended that the panel drop cases against Senators John McCain, R-Ariz., and Senator John Glen, R-

Ind.

Bennett had recommended an intensified investigation of Cranston and Senators Dennis DeConcini, D-Ariz., and Donald W. Riegle, Jr., D-Mich., on grounds that they had much more extensive dealings with Keating in trying to help him resolve his problems with federal thrift regulators.

All five senators^{sp} intervened^{Reportedly} with regulators on behalf of Keating and his ailing Lincoln Savings & Loan Assn. In addition, they received^a a total of \$1.3 million in contributions from Keating for their^{five} campaigns and other causes. All have denied any wrongdoing.

Use pencil

NAME

JOE BUSTILLOS, AP STYLEBOOK

GENERAL PURPOSE - NCS - ANSWER SHEET

FOR USE WITH ANY NCS SENTRY OPTICAL MARK READER EXCEPT THE SENTRY 7001

FOR PROCESSING BY NATIONAL COMPUTER SYSTEMS 4401 West 76th St., Minneapolis, Minn.

EXAMPLE

WRONG

1 (T) (F) (O) (O) (O)

WRONG

2 (T) (F) (O) (O) (O)

WRONG

3 (T) (F) (O) (O) (O)

RIGHT

4 (T) (F) (O) (O) (O)

IMPORTANT DIRECTIONS FOR MARKING ANSWERS

Use #2 pencil only.
 Make heavy black marks that fill the circle completely.
 Erase clearly any answer you wish to change.
 Make no stray marks on this answer sheet.

← REFER TO THESE EXAMPLES BEFORE STARTING PRACTICE EXERCISES →

PRACTICE

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1 (T) (F) (O) (O) (O)

A B C D E

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A B C D E

3 (T) (F) (O) (O) (O)

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